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LEADING MEDIA COMPANIES

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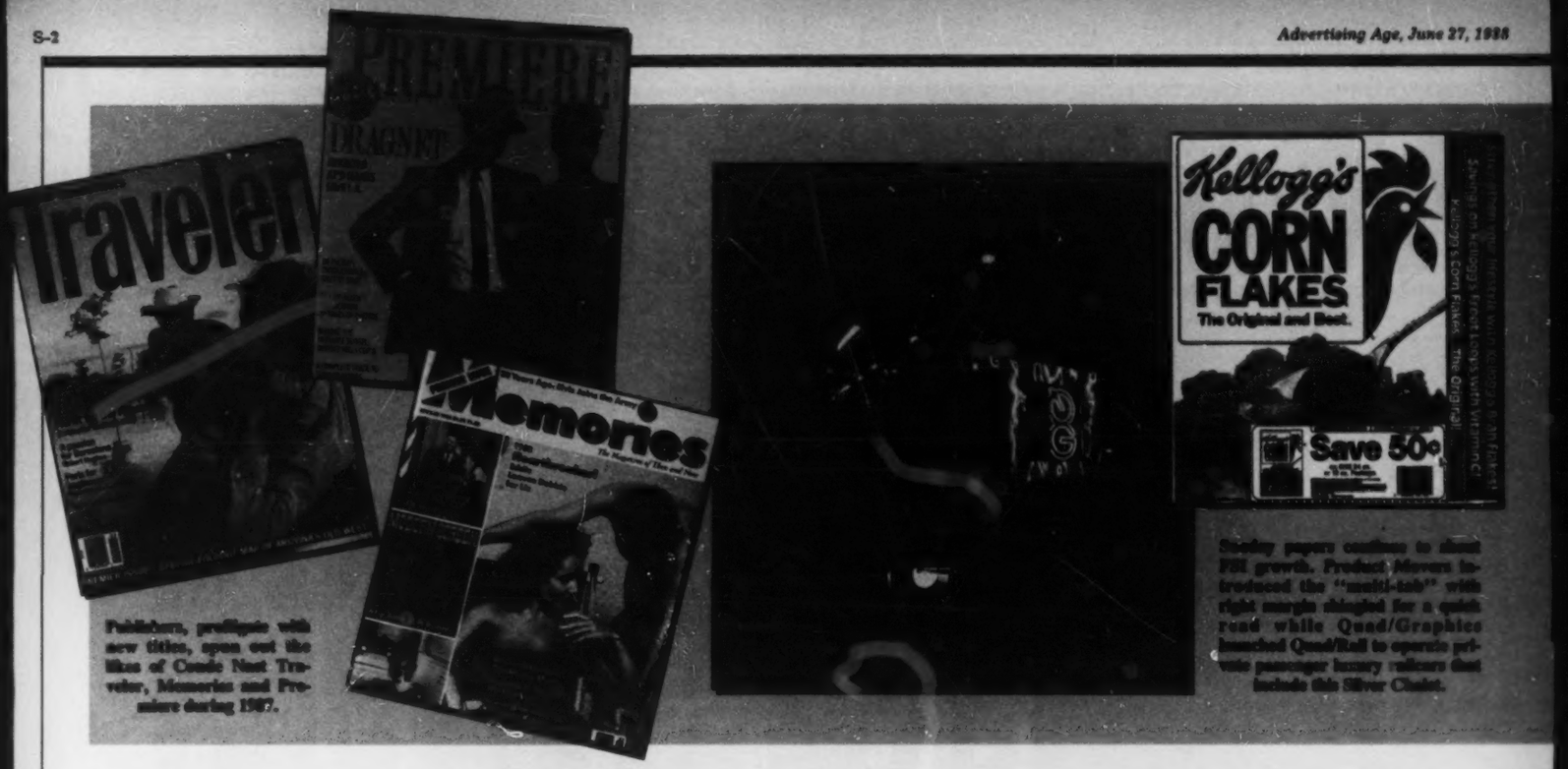

Publishers, profligate with new titles, spun out the likes of Condé Nast Traveler, Memories and Premiere during 1987.

Sunday papers continue to show PBI growth. Product Movers introduced the "multi-tab" with right margin shingled for a quick read while Quad/Graphics launched Quad/Rail to operate private passenger luxury railcars that include this Silver Chalet.

Media companies post robust growth

Revenues of the 100 Leaders, paced by big gains in cable, increased 11.5% to $64.7 billion as acquisitions and divestitures juggle the lineup

By R. CRAIG ENDICOTT

Media revenues for the nation's leading media companies surged 11.5% in 1987 to $64.7 billion as cable continued its steady march to overtake returns from other media forms, according to ADVERTISING AGE's eighth annual 100 Leading Media Companies report.

Cable, once the weak sister in volume size to broadcast, magazines and newspapers, charted a 24.3% increase over 1986 in reaching revenues of $9.2 billion, just $100 million short of total magazine revenues generated by this year's AD AGE 100.

In the process, cable moved from 12.8% to 14.3% of the total media. It cracked the $1 billion advertising revenue barrier. This year, upfront buying of cable showed significant strength. Cable's big got bigger mainly through acquisition—Tele-Communications Inc. vaulted to No. 17 from No. 23 a year ago on an 86.9% gain in revenues, largely through cable buys. Innovative media forms like video home shopping continue to be spun from cable.

Also reflecting the industry's strength, three first-time entries to the 100 Media chart were cable companies. In the eight years of this issue, they influenced the biggest year-to-year jump in revenues necessary for entry to the list—from a cutoff of $100.1 million in 1986 to $133.4 million this year.

Acquisitions and divestitures affected more than cable numbers. Among the top 10 companies—again paced by Capital Cities/ABC at $4.3 billion, virtually a billion dollar lead over No. 2 Time Inc.—CBS Inc. dropped from No. 4 to No. 5 mainly from the sale of CBS Magazines.

AD AGE permits the top 100 to restate prior year figures to reflect current operations, and then ranks both comparable years on the basis of these restated revenues. Without this adjustment, CBS revenues would have dropped 14.3%. As it was, revenues from continuing operations fell only 1.6%. The other big change was Hearst Corp. Its newly acquired *Houston Chronicle* powered Hearst to No. 10 from No. 12 a year ago.

Media companies continue to be strong bottom-line performers evidenced by an average growth of 12.2% in net income on a 15.2% increase in revenues among 49 of the public companies. While there are 54 publicly traded companies in the AD AGE 100, five of these—3M, Warner Communications, General Electric Co., Westinghouse Electric Corp. and International Thomson Holdings—hold such a small percentage of their business in media that including their gross figures distorts the financial strength of the media-oriented companies. Among the 49 public companies, therefore, revenues from media grew 11.1%, although media as a percentage of their total revenues dropped to 77.9% from 80% in 1986.

Among the public companies, No. 89 LIN Broadcasting with 66% of its revenues derived from media, had a 36.9% return on sales for the highest ratio. However, most of this gain was credited to its growth in the cellular radiotelephone business, considered nonmedia for the purpose of this listing.

Ten companies suffered a negative return on sales, and seven of those were cable companies whose declines were influenced by expenses related to acquisitions and capital-intensive system building.

Second to LIN in return on sales was Toronto-based Thomson Newspapers, although its operating results show the bittersweet side of foreign investing in the U.S. Thomson lamented that the decline of the U.S. dollar held revenues and operating income to 7% and 4% gains, respectively.

Nonetheless, foreign-based media companies continued to build their U.S. media base. Their total revenues grew to $3.92 billion from the 100's nine that are based abroad, a growth of 39.2% from seven contributors in 1986. Foreign companies in this issue are ranked by their U.S. media revenues.

Acquisitions largely contributed to the growth and placement on the Top 100 for foreign entries—No. 53 Hachette Group and No. 52 Reuters Holdings PLC. Hachette's ticket to the 100 came through its purchase of Diamandis Publications for $722 million.

Revenues at Cahners Publishing Co., No. 48, part of Reed International PLC, London, advanced 27.3%, with at least part of that coming from the acquisition of *Modern Bride* and *Variety*.

Newspapers continue to be the dominant medium in the local markets. A report on the 10 hottest markets in this issue found that newspapers represented an average of 37.3% of the ad dollars from five media sources in the top 50 markets. Of the other media, TV claimed 33.5%, magazines 15.2%, radio 11.8% and outdoor 2.2%. *(See Page S-13.)*

In that same report, Miami was crowned the hottest market on the basis of an ad spending level of $597.93 per household in the market, but newspaper ad spending far outstripped the average for the 50 in totaling $259.90 per household, or 43.5% of the market total.

Newspaper revenues in the AD AGE 100 topped all media reported with $23.2 billion in 1987, up 11.8% from the prior year. Of the total media, the news-

Cover illustration and media logos by Steve Musgrave

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McClatchy Newspapers, Sacramento, and Scripps Howard, Cincinnati—two traditional newspaper companies—joined a trend among closely held, often family-run businesses to go public while keeping much of the stock within their group. Capital from the public markets is expected to be funneled into new acquisitions.

Growth kingpins among the top 100 Media Companies were the video shopping networks, especially Home Shopping Network where computer-assisted operators are quick to fill personal requests and build on HSN's revenue base of $802.1 million in 1987, up from $169.2 million. Cable Value Network reported $196.2 million in revenues in only eight months of operation.

paper category grew in revenues a tenth of a percentage point to 35.9%.

The top newspaper company among the 100, No. 4 Gannett Co., grew 12.3% in newspaper revenues, although 1987 marked the first time Gannett had not acquired a newspaper property in years.

Several newspaper companies leveraging acquisitions also fell prey to the October tailspin in the financial markets. Goodson Newspaper Group, which invests in newspapers via No. 24 Ingersoll Publications, was forced to restructure its agreement to purchase the *Morristown* (N.J.) *Daily Record* from all-cash to cash and notes when it could not obtain financing. No. 22 Media News Group reduced its cash payment but increased its financing in a restructured deal with the Toronto Sun Publishing Corp. to purchase the *Houston Post*.

Newspaper companies dropping from last year's Top 100 are Warren Buffett's Berkshire Hathaway, Omaha, Neb., which had revenues of $123 million in 1987, all from *The Buffalo News*, and Topeka, Kan.-based Stauffer Communications, which totaled $116.9 million, mostly from newspapers.

Broadcasting as a percentage of the 100's total media dropped to 24.9% in 1987 from 26.5% in 1986 as revenues grew only 4.6% to $16.1 billion.

Sales were heavy in the medium, which includes TV and radio. Kohlberg Kravis Roberts & Co., a New York investment company, sold its Storer TV units to Gillett Holdings, Nashville, pushing Gillett onto the AD AGE 100 as No. 49.

Taft Broadcasting dissolved by spinning off properties largely to two companies, both of which made the 100 for the first time—No. 77 Great American Communications and No. 100 TVX Broadcasting Group. The only broadcast company to exit the 100 was Allbritton Communications, Washington.

Broadcasters who fell short of this year's cutoff were Jefferson-Pilot Communications, Greensboro, N.C., with $121.6 million in revenues; Univision, the New York-based Hispanic network and station operator with $121.5 million, and Cosmo Broadcasting, Greenville, S.C., with $103.5 million.

The 37 companies with cable revenues were paced by $1.62 billion in revenues generated by Time Inc. via its HBO movie channel and ATC Corp.

Four cable-oriented companies entered the chart in 1987. SCI Holdings, No. 23, was actually a name change for its owner, Kohlberg Kravis Roberts & Co., last year's No. 22. SCI Holdings won't be listed next year because it was purchased this spring by TCI and Comcast Corp., No. 58 this year. Comcast's ticket was its buyout of Group W Cable from No. 25 Westinghouse. CVN Cos., No. 73, rode in on the video home shopping craze that it has been feeding through its Cable Value Network. Cooke Media Group, No. 62, qualified on the basis of full-year returns from its McCaw Communications cable acquisitions made in 1986, although its revenues will shoot even higher this year because of its buyout of First Carolina Communications.

Heritage Communications, last year's No. 100, was the only cable company to drop off last year's chart, and that because of its buyout by TCI.

Because of the growth in cable, likely entries to next year's chart, if they remain independent, are Centel Cable Television, Oak Brook, Ill., with revenues of $130.1 million; Western Tele-Communications, Denver, $101.7 million, and Liberty, N.Y.-based Cablevision Industries Corp., which only last month agreed to acquire Wometco Cable TV in a deal valued at $725 million. Cablevision Industries had revenues of $92.9 million in 1987.

Magazine revenues for the 100 declined from 14.7% of the total in 1986 to 14.3% in 1987 on revenues of $9.3 billion, up 8.6%. Leading the revenue generators in this category was Time Inc. at $1.62 billion, up only 2.9% from the prior year. Ad revenue was down in *People* and *Time* magazines in 1987, although advertising gains were reported for the first quarter this year over the prior year period.

The magazine companies new to this year's 100 bought their way onto the list. Hachette bought out Diamandis Communications after it had taken over CBS Magazines in a management buyout. No. 93 Edgell Communications took the Harcourt Brace Jovanovich publications division in a management buyout. HBJ had been No. 75 last year.

Magazine companies previously among the 100 but not making the cutoff this year were this publication's parent, Crain Communications Inc., Chicago, with 1987 revenues of $128 million; Pittway Corp., Northbrook, Ill., with its Penton IPC Cleveland subsidiary reporting $125.1 million, and Knapp Communications, Los Angeles, with $110 million.

Other Top 100 magazine contenders are CMP Publications, Manhasset, N.Y., at $109.6 million, and Whittle Communications, Nashville, $106 million.

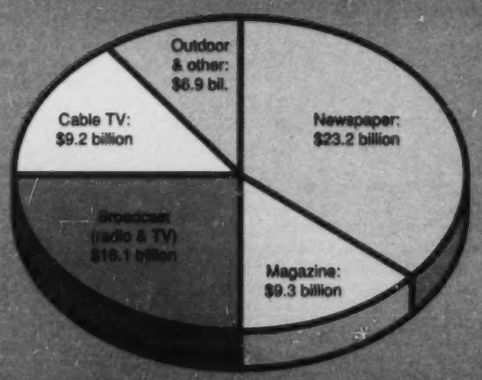
Among the "other" media category, which largely encompasses outdoor, free standing inserts, direct marketers and news wire services, revenues grew to $6.9 billion, up 13.6%.

New entries to the 100 included Reuters Holdings and the Associated Press, No. 61. Missing from this year's chart were Ackerley Communications, Seattle, which reported 1987 revenues of $116.4 million in outdoor and broadcast, and New York-based American Media Network, a.k.a. Winston Network, with $106 million.

100 leading media companies' revenues by category

Totals	Corporate totals 1987	Corporate totals 1986	Corporate totals % chg.	Category revenues as % of total media revenues 1987	Category revenues as % of total media revenues 1986
Media revenues	64.7	58.1	11.5		
Total revenues	138.7	123.9	11.9		
Net income	6.5	6.3	3.3		
Newspaper revenues	23.2	20.8	11.8	36.8	35.8
Magazine revenues	9.3	8.5	8.6	14.3	14.7
Broadcast (radio & TV) revenues	16.1	15.4	4.6	24.9	26.5
Cable TV revenues	9.2	7.4	24.3	14.3	12.8
Outdoor & other media revenues	6.9	6.0	13.6	10.6	10.4

Gross revenues by media as % of $64.7 billion



NOTES: Dollars are in billions. Totals include revenues and income of the 100 leading media companies only. Net income includes earnings of the 59 publicly held leading media companies only. Sources: Revenues by media and Advertising Age estimates. Total revenues and net income from annual reports.

Advertising in Yellow Pages hits $7.3 billion

By Kristine Stiven

Five fingers to do the walking through the Yellow Pages are no longer enough. Today even the quickest hand must race to keep up with the variety of books.

Yellow Pages advertising was a $7.3 billion industry in 1987, up 9% from 1986. This figure encompasses 98% of the directories published in the U.S. and 99% of the generated ad revenue.

The Business Publications Audit of Circulation, which began auditing directories in March 1987, currently lists 210 books, although this number represents less than 4% of all published directories.

While there is little argument about the size and strength of the industry, the companies involved, both utilities and independents, are fiercely protective of their directory revenue figures and rarely report numbers. This is the major reason ADVERTISING AGE has not included Yellow Pages as a media category in its 100 Leading Media Companies issue.

Bell South with $1 billion outdistances second-place GTE Corp., although the Bell South figure contains non-ad revenue from the publishing of white pages.

Likewise, the printing and publishing arm of General Telephone reports revenues of $860 million, but this figure includes a number of non-directory concerns.

Bell Atlantic's $800 million figure is relatively free of non-Yellow Page activity although the number is a company estimate.

NYNEX, one of the biggest Baby Bell publishers, would not break out its figures, but industry experts say it ranks in the top five.

Innovation and specialization are the current industry buzz words. They identify the proliferation of targeted directories and high-tech "talking Yellow Pages." S-5

Top 10 Yellow Pages companies

Rank	Company	Yellow Pages revenues	Total revenues
1	BellSouth [1]	$1,000.0	$12,289.1
2	GTE [2]	860.0	15,400.0
3	Bell Atlantic [3]	800.0	10,298.4
4	Dun & Bradstreet, R.H. Donnelley [4]	765.3	3,359.2
5	Pacific Telesis, Pacific Bell Directory [5]	750.0	9,131.0
6	Southwestern Bell [6]	733.0	8,002.6
7	US West [7]	672.0	7,651.5
8	Ameritech [8]	385.7	9,536.0
9	United Telecom [9]	158.0	2,962.0
10	Nynex [10]	NA	12,084.0

NOTES: Dollars are in millions. Yellow Pages revenue per company includes the following: [1] Total directory revenues including white pages. [2] Directory revenues and non-directory revenues from GTE Travel Enterprises, Commercial Collections Group, non-directory printing. [3] Total billed directory revenues. [4] Total publishing revenues from Donnelley Directory, Donnelley Information Publishing, Donnelley Information Technology, Official Airline Guides, Moody's Investor Services. [5] Directory Advertising Only. [6] Directory advertising and publishing, white pages. [7] US West Marketing Resources Group, US West Direct, Trans Western Publishing, US West Marketing Resources. [8] Directory advertising and non-directory revenues for billing and collection services sold to other carriers and customer premises equipment. [9] Directories America. [10] NA

Source: Advertising Age.

Leading public media companies by return on sales

Company	Percent return on sales 1987	Percent return on sales 1986	Total revenues 1987	Total revenues 1986	Net income 1987	Net income 1986	U.S. media revenues 1987	U.S. media revenues 1986	Media revenue % total revs. 1987	Media revenue % total revs. 1986
LIN Broadcasting, New York	36.9	33.8	$237	$195	$87	$66	$156	$154	66.0	78.9
Thomson Newspapers, Toronto [1,2]	21.0	21.5	826	740	174	159	449	408	54.4	55.1
Associated Press, New York	19.5	3.4	239	224	47	8	239	224	100.0	100.0
Lee Enterprises, Davenport, Iowa	18.8	14.8	238	221	45	33	217	203	91.3	92.0
Dow Jones & Co., New York	15.4	16.2	1,314	1,135	203	183	1,240	1,068	94.3	94.1
Reuters Holdings PLC, London [1,3]	12.5	13.0	1,838	919	207	119	326	182	17.7	20.0
Park Communications, Ithaca, N.Y.	12.3	11.8	139	127	17	15	139	127	100.0	100.0
Maclean Hunter Ltd., Toronto [1,4,5]	12.0	7.1	848	700	102	50	164	143	19.4	20.4
Affiliated Publications, Boston	11.7	10.7	490	401	58	43	487	399	99.3	99.5
Dun & Bradstreet Corp., New York	11.7	10.9	3,359	3,114	393	340	2,058	1,932	61.2	62.0
McClatchy Newspapers, Sacramento, Calif.	11.5	14.5	332	311	38	45	332	311	100.0	100.0
Gannett Co., Arlington, Va.	10.4	9.9	3,079	2,801	319	276	2,991	2,727	97.2	97.4
Journal Communications, Milwaukee [6]	10.3	10.8	404	361	42	39	249	229	61.7	63.4
Washington Post Co., Washington	10.1	8.2	1,315	1,215	132	100	1,240	1,162	94.3	95.7
Chicago Sun-Times Co., Chicago	10.0	10.0	220	200	22	20	220	200	100.0	100.0
3M, St. Paul	9.7	9.1	9,429	8,802	918	779	217	197	2.3	2.2
Warner Communications, New York	9.6	5.5	3,404	2,846	328	186	425	380	12.5	12.5
New York Times Co., New York	9.5	8.4	1,690	1,565	160	132	1,690	1,565	100.0	100.0
McGraw-Hill, New York	9.4	9.8	1,751	1,577	166	154	1,167	1,089	67.8	69.1
Times Mirror Co., Los Angeles	8.4	13.8	3,155	2,948	267	406	2,549	2,295	80.8	77.8
Cowles Media Co., Minneapolis	7.5	8.8	295	257	22	23	295	257	100.0	100.0
Knight-Ridder, Miami	7.5	7.3	2,073	1,911	155	140	2,049	1,880	98.9	98.4
News Corp. Ltd., Sydney [1,7]	7.4	6.9	4,400	3,503	325	241	1,250	1,133	28.4	32.3
General Electric Co., Fairfield, Conn.	7.2	6.8	40,515	36,728	2,915	2,492	3,165	2,965	7.8	8.1
Westinghouse Electric Corp., Pittsburgh	6.9	6.3	10,679	10,730	739	671	601	839	5.6	7.8
Playboy Enterprises, Chicago	6.9	(26.9)	182	192	11	(52)	144	155	80.0	80.8
Macromedia Inc., Hackensack, N.J.	6.9	5.9	169	153	12	9	169	153	100.0	100.0
Tribune Co., Chicago	6.6	14.4	2,160	2,010	142	293	1,486	1,769	67.3	86.6
Capital Cities/ABC, New York	6.3	10.9	4,440	4,124	279	448	4,256	3,941	95.8	95.5
Media General, Richmond, Va.	6.0	2.7	715	636	43	17	423	379	59.1	59.7
Time Inc., New York	6.0	10.0	4,193	3,762	250	376	3,239	3,099	77.2	82.4
International Thomson Holdings, Toronto [1]	5.9	5.7	3,537	2,531	209	144	528	415	14.9	16.4
A.H. Belo Corp., Dallas	5.8	5.1	382	397	22	20	382	397	100.0	100.0
Meredith Corp., Des Moines, Iowa	5.7	8.9	599	533	34	47	449	391	75.1	73.2
Scripps Howard, Cincinnati	5.5	3.3	1,147	1,037	64	34	1,129	995	98.4	96.0
Home Shopping Network, Clearwater, Fla.	5.1	10.6	582	160	30	17	582	160	100.0	100.0
Chris-Craft Industries, New York	4.4	6.6	241	224	11	15	217	200	89.8	89.2
Pulitzer Publishing Co., St. Louis	4.2	5.0	367	329	15	16	367	329	100.0	100.0
National Geographic Society, Washington	3.1	3.2	387	370	12	12	223	219	57.7	59.2
Multimedia Inc., Greenville, S.C.	3.0	(1.3)	411	372	13	(5)	411	372	100.0	100.0
Advo-Systems, Windsor, Conn. [8]	1.7	(11.4)	521	458	9	(52)	521	458	100.0	100.0
CBS Inc., New York	0.6	0.5	2,762	2,809	18	15	2,762	2,808	100.0	100.0
TCI, Denver	0.3	11.2	1,709	646	6	72	1,225	648	71.7	100.0
CVN Cos., Minneapolis [9]	NA	NA	236	130	NA	NA	196	NA	83.0	NA
RKO General, New York	(1.0)	13.0	195	239	(2)	31	195	239	100.0	100.0
United Cable Television Corp., Denver [10]	(1.4)	4.5	223	196	(3)	9	223	196	100.0	100.0
Comcast Corp., Bala Cynwyd, Pa.	(3.0)	0.8	309	131	(9)	1	287	105	92.8	80.0
DCI Holdings, Miami	(3.3)	(11.5)	612	649	(20)	(75)	612	649	100.0	100.0
Rogers Communications, Toronto [1,3]	(5.0)	(2.9)	344	296	(17)	(9)	141	125	41.1	42.2
Viacom International, New York	(12.2)	(1.1)	1,011	919	(123)	(10)	939	854	92.8	93.0
Turner Broadcasting System, Atlanta	(20.1)	33.6	652	557	(131)	187	436	379	66.9	68.1
Cablevision Systems Corp., Woodbury, N.Y	(24.7)	(10.7)	300	151	(74)	(16)	300	151	100.0	100.0
Great American Communications, Cincinnati [11]	(24.8)	(6.2)	340	369	(84)	(23)	190	188	55.9	50.9
TVX Broadcasting Group, Virginia Beach, Va.	(36.0)	(26.6)	133	23	(48)	(6)	133	23	100.0	100.0

NOTES: Dollars are in millions.
* Net income and revenues are worldwide, media is U.S. only
[1] Exchange rate: $C1.300 = $1 in '87, $C1.380 = $1 in '86
[2] Exchange rate: $1.69 = 1 pound in '87, $1.48 = 1 pound in '86
[3] Exchange rate: $C1.3660 = $1 in '87, $C1.38 = $1 in '86
[4] Financial data for continuing operations
[5] Privately owned by management
[6] Fiscal comparisons are 6-30-88 and 6-30-87
[7] '88 revenues and income restated by company
[8] Estimated data eight months ended 8-31-87 and 8-31-86
[9] Fiscal years ended 8-31-87 and 8-31-86
[10] Media revenues pro forma as if current properties owned 1-1-86
[11] Media revenues pro forma as if current properties owned 1-1-86

Source: Advertising Age.

100 leading media cos. by revenue

Rank '87	Rank '86	Company/headquarters	Total U.S. media revenues 1987	Total U.S. media revenues 1986	Newspaper revenues 1987	Newspaper revenues 1986	Magazine revenues 1987	Magazine revenues 1986	Broadcast revenues 1987	Broadcast revenues 1986	Cable TV revenues 1987	Cable TV revenues 1986	Other media revenues 1987	Other media revenues 1986
1	1	**Capital Cities/ABC,** New York	$4,256.0	$3,940.5	$447.6	$412.4	$374.7	$374.5	$3,213.0	$2,968.8	$220.7	$184.8	—	—
2	2	**Time Inc.,** New York	3,239.0	3,099.0	—	—	1,621.0	1,576.0	—	—	1,618.0	1,523.0	—	—
3	3	**General Electric Co.,** Fairfield, Conn.	3,165.0	2,965.0	—	—	—	—	3,165.0	2,965.0	—	—	—	—
4	5	**Gannett Co.,** Arlington, Va.	2,991.4	2,727.0	2,432.4	2,165.0	—	—	357.0	351.0	—	—	$202.0	$211.0
5	4	**CBS Inc.,** New York	2,761.8	2,807.9	—	—	—	—	2,761.8	2,807.9	—	—	—	—
6	6	**Times Mirror Co.,** Los Angeles	2,549.1	2,294.7	1,996.0	1,727.0	203.1	197.7	110.0	127.0	240.0	243.0	—	—
7	7	**Advance Publications ,** New York	2,397.0	2,200.0	1,801.0	1,470.0	593.0	544.0	—	—	203.0	186.0	—	—
8	8	**Dun & Bradstreet Corp.,** New York	2,056.0	1,932.0	—	—	—	—	—	—	—	—	2,056.0	1,932.0
9	9	**Knight-Ridder,** Miami	2,049.0	1,879.6	1,845.2	1,688.1	—	—	104.5	102.8	—	—	99.3	88.9
10	12	**Hearst Corp.,** New York	1,925.0	1,529.0	650.0	390.0	873.0	780.0	262.0	280.0	50.0	9.0	90.0	70.0
11	10	**Tribune Co.,** Chicago	1,885.9	1,762.7	1,475.9	1,363.7	—	—	410.0	399.0	—	—	—	—
12	11	**New York Times Co.,** New York	1,689.6	1,564.7	1,364.3	1,252.4	226.1	219.3	60.5	57.0	38.7	36.0	—	—
13	13	**Cox Enterprises,** Atlanta	1,463.6	1,385.3	710.6	683.3	—	—	328.0	310.0	425.0	392.0	—	—
14	15	**News Corp. Ltd.,** Sydney	1,250.0	1,133.1	260.9	297.7	332.8	291.8	576.8	472.6	—	—	79.5	71.0
15	14	**Washington Post Co.,** Washington	1,240.3	1,162.3	648.1	589.3	322.2	321.0	171.4	167.0	98.6	85.0	—	—
16	17	**Dow Jones & Co.,** New York	1,239.8	1,068.4	948.7	908.1	39.0	34.5	—	—	—	—	252.2	125.8
17	23	**TCI,** Denver	1,225.1	645.7	—	—	—	—	—	—	1,225.1	645.7	—	—
18	16	**McGraw-Hill,** New York	1,187.4	1,089.1	—	—	377.0	318.2	89.7	92.9	—	—	720.7	678.0
19	18	**Scripps Howard,** Cincinnati	1,126.5	994.9	818.2	750.6	—	—	198.2	191.4	112.1	52.9	—	—
20	19	**Viacom International,** New York	938.5	854.5	—	—	—	—	132.1	111.3	806.4	743.2	—	—
21	21	**Triangle Publications,** Radnor, Pa.	730.0	720.0	77.0	72.0	653.0	648.0	—	—	—	—	—	—
22	28	**Media News Group,** Dallas	650.0	450.0	650.0	450.0	—	—	—	—	—	—	—	—
23	22	**SCI Holdings,** Miami	612.0	648.9	—	—	—	—	192.2	232.2	419.8	416.7	—	—
24	39	**Ingersoll Publications,** Princeton, N.J.	609.0	370.0	609.0	370.0	—	—	—	—	—	—	—	—
25	20	**Westinghouse Electric Corp.,** Pittsburgh	600.5	839.0	—	—	—	—	600.5	559.0	—	280.0	—	—
26	80	**Home Shopping Network,** Clearwater, Fla.	582.1	160.2	—	—	—	—	—	—	582.1	160.2	—	—
27	24	**Harte-Hanks Communications,** San Antonio, Texas	544.0	576.0	174.0	212.0	—	—	60.0	79.0	35.0	39.0	275.0	246.0
28	29	**International Thomson Holdings,** Toronto	528.0	415.0	—	—	—	—	—	—	—	—	528.0	415.0
29	25	**Reader's Digest,** Pleasantville, N.Y.	522.2	486.0	—	—	522.2	486.0	—	—	—	—	—	—
30	27	**Advo-Systems,** Windsor, Conn.	520.5	456.4	—	—	—	—	—	—	—	—	520.5	456.4
31	32	**Affiliated Publications,** Boston	486.9	399.0	442.7	399.0	44.2	—	—	—	—	—	—	—
32	26	**Opubco,** Oklahoma City	466.0	485.2	125.0	135.0	—	—	285.0	305.0	56.0	45.2	—	—
33	35	**Meredith Corp.,** Des Moines, Iowa	449.4	390.7	—	—	329.4	267.6	120.0	123.0	—	—	—	—
34	30	**Thomson Newspapers,** Toronto	449.3	407.8	449.3	407.8	—	—	—	—	—	—	—	—
35	34	**Continental Cablevision,** Boston	442.0	392.0	—	—	—	—	—	—	442.0	392.0	—	—
36	36	**Turner Broadcasting System,** Atlanta	436.4	379.4	—	—	—	—	223.6	207.6	212.8	171.8	—	—
37	31	**Central Newspapers,** Indianapolis	427.0	407.0	427.0	407.0	—	—	—	—	—	—	—	—
38	40	**Warner Communications,** New York	425.0	360.0	—	—	38.0	35.0	—	—	387.0	325.0	—	—
39	37	**Media General,** Richmond, Va.	423.0	379.1	285.8	264.1	15.9	16.0	60.8	60.0	60.5	39.0	—	—
40	38	**Multimedia Inc.,** Greenville, S.C.	411.1	372.0	128.1	117.0	—	—	192.0	174.0	91.0	81.0	—	—
41	46	**Valassis Inserts,** Livonia, Mich.	400.0	325.0	—	—	—	—	—	—	—	—	400.0	325.0
42	41	**Freedom Newspapers,** Irvine, Calif.	392.0	357.0	325.0	305.0	—	—	67.0	52.0	—	—	—	—
43	33	**A.H. Belo Corp.,** Dallas	381.8	397.2	216.2	221.6	—	—	165.6	175.6	—	—	—	—
44	45	**Pulitzer Publishing Co.,** St. Louis	367.3	329.0	270.0	232.0	—	—	97.3	97.0	—	—	—	—
45	42	**Morris Communications ,** Augusta, Ga.	359.0	349.0	246.0	239.0	—	—	—	—	—	—	113.0	110.0
46	51	**Chronicle Publishing Co.,** San Francisco	357.0	275.0	221.0	150.0	—	—	90.0	85.0	46.0	40.0	—	—
47	44	**Copley Newspapers,** La Jolla, Calif.	353.4	330.0	350.0	326.0	—	—	—	—	3.4	4.0	—	—
48	52	**Cahners Publishing Co.,** Newton, Mass.	340.0	267.0	—	—	340.0	267.0	—	—	—	—	—	—
49	43	**Gillett Holdings,** Nashville	340.0	334.0	—	—	—	—	340.0	334.0	—	—	—	—
50	47	**McClatchy Newspapers,** Sacramento, Calif.	331.7	310.6	318.9	272.4	—	—	—	8.2	—	18.7	12.8	11.4
51	49	**Landmark Communications,** Norfolk, Va.	331.6	290.0	279.0	244.0	—	—	26.8	32.0	25.9	14.0	—	—
52	68	**Reuters Holdings PLC,** London	326.0	192.4	—	—	—	—	—	—	—	—	326.0	192.4
53	48	**Hachette Group,** Paris	321.0	300.0	—	—	321.0	300.0	—	—	—	—	—	—
54	50	**Donrey Media Group,** Fort Smith, Ark.	302.5	278.0	215.2	197.4	—	—	10.8	10.5	24.5	22.8	52.0	47.3
55	54	**International Data Group,** Framingham, Mass.	300.0	250.0	—	—	300.0	250.0	—	—	—	—	—	—
56	83	**Cablevision Systems Corp.,** Woodbury, N.Y	299.5	150.8	—	—	—	—	—	—	299.5	150.8	—	—
57	53	**Cowles Media Co.,** Minneapolis	295.1	256.8	267.1	250.6	28.0	6.2	—	—	—	—	—	—
58	106	**Comcast Corp.,** Bala Cynwyd, Pa.	286.8	104.7	—	—	—	—	—	—	286.8	104.7	—	—
59	59	**Providence Journal Co.,** Providence, R.I.	265.0	208.0	124.0	111.0	—	—	62.0	29.0	79.0	68.0	—	—
60	56	**Journal Communications,** Milwaukee	249.2	226.7	200.9	183.5	—	—	48.3	45.2	—	—	—	—
61	57	**Associated Press,** New York	239.3	224.0	—	—	—	—	—	—	—	—	239.3	224.0
62	67	**Cooke Media Group,** Middleburg, Va.	225.0	193.0	96.0	88.0	—	—	—	—	129.0	105.0	—	—
63	58	**National Geographic Society,** Washington	223.4	219.0	—	—	223.4	219.0	—	—	—	—	—	—
64	66	**United Cable Television Corp.,** Denver	222.7	195.8	—	—	—	—	—	—	222.7	195.8	—	—
65	62	**Chicago Sun-Times Co.,** Chicago	220.0	200.0	220.0	200.0	—	—	—	—	—	—	—	—
66	61	**Lee Enterprises,** Davenport, Iowa	216.9	203.3	145.7	142.7	—	—	62.8	52.8	—	—	8.4	7.8
67	65	**3M,** St. Paul	216.7	197.0	—	—	—	—	—	—	—	—	216.7	197.0
68	64	**Chris-Craft Industries,** New York	216.7	199.8	—	—	—	—	216.7	199.8	—	—	—	—
69	60	**Quad/Graphics,** New York	215.0	205.0	—	—	5.0	5.0	—	—	—	—	210.0	200.0
70	63	**Product Movers,** New York	210.0	200.0	—	—	—	—	—	—	—	—	210.0	200.0
71	69	**Blade Communications,** Toledo, Ohio	209.7	189.0	167.6	149.0	—	—	15.1	14.0	27.0	26.0	—	—
72	77	**Sammons Communications,** Dallas	201.0	164.0	—	—	—	—	—	—	201.0	164.0	—	—
73	NA	**CVN Cos.,** Minneapolis	196.2	—	—	—	—	—	—	—	127.6	84.6	68.6	45.7
74	55	**RKO General,** New York	195.0	239.0	—	—	—	—	195.0	239.0	—	—	—	—
75	72	**Times Publishing Co.,** St. Petersburg, Fla.	194.4	184.0	171.6	163.0	22.8	21.0	—	—	—	—	—	—
76	71	**Howard Publications,** Oceanside, Calif.	192.0	185.0	155.0	152.0	—	—	22.0	20.0	15.0	13.0	—	—
77	70	**Great American Communications,** Cincinnati	190.3	187.6	—	—	—	—	190.3	187.6	—	—	—	—
78	74	**Seattle Times,** Seattle	190.0	175.0	190.0	175.0	—	—	—	—	—	—	—	—
79	73	**Patrick Media Group,** Scranton, Pa.	183.0	182.0	—	—	—	—	—	—	—	—	183.0	182.0
80	78	**Working Woman-McCalls,** New York	177.9	164.0	—	—	177.9	164.0	—	—	—	—	—	—
81	75	**Dispatch Printing Co.,** Columbus, Ohio	173.5	165.5	130.0	123.0	3.5	3.5	40.0	39.0	—	—	—	—
82	82	**Macromedia Inc.,** Hackensack, N.J.	169.3	153.0	142.7	127.0	—	—	25.4	25.0	—	—	1.2	1.0
83	87	**U.S. News & World Report,** Washington	168.1	140.4	—	—	168.1	140.4	—	—	—	—	—	—
84	96	**Forbes Inc.,** New York	166.0	120.0	6.0	—	160.0	120.0	—	—	—	—	—	—
85	86	**Maclean Hunter Ltd.,** Toronto	164.3	142.9	—	—	69.0	60.7	—	—	95.3	82.2	—	—
86	76	**National Enquirer,** Lantana, Fla.	164.0	164.0	—	—	164.0	164.0	—	—	—	—	—	—
87	85	**Petersen Publishing Co.,** Los Angeles	162.4	143.4	—	—	162.4	143.4	—	—	—	—	—	—
88	88	**TeleCable Corp.,** Norfolk, Va.	157.0	137.0	—	—	—	—	—	—	157.0	137.0	—	—
89	81	**LIN Broadcasting,** New York	156.2	153.9	—	—	19.4	16.9	136.8	137.0	—	—	—	—
90	89	**Times Journal Co.,** Springfield, Va.	145.5	136.0	145.5	136.0	—	—	—	—	—	—	—	—
91	94	**Ziff Communications,** New York	145.0	125.0	—	—	145.0	125.0	—	—	—	—	—	—
92	79	**Playboy Enterprises,** Chicago	143.6	162.8	—	—	121.2	143.1	—	—	22.4	19.7	—	—
93	84	**Edgell Communications,** Cleveland	143.5	145.8	—	—	143.5	145.8	—	—	—	—	—	—
94	95	**Rogers Communications,** Toronto	141.2	124.8	—	—	—	—	—	—	141.2	124.8	—	—
95	100	**H&C Communications,** Houston	140.0	114.0	—	—	—	1.0	140.0	113.0	—	—	—	—
96	90	**General Media International,** New York	139.7	135.6	—	—	139.7	135.6	—	—	—	—	—	—
97	93	**Park Communications,** Ithaca, N.Y.	138.8	126.6	76.9	67.7	—	—	61.9	58.9	—	—	—	—
98	92	**Bonneville International Corp.,** Salt Lake City	137.7	131.0	—	—	—	—	137.7	131.0	—	—	—	—
99	91	**Hubbard Broadcasting,** St. Paul, Minn.	135.0	135.0	—	—	—	—	135.0	135.0	—	—	—	—
100	120	**TVX Broadcasting Group,** Virginia Beach, Va.	133.4	23.0	—	—	—	—	133.4	23.0	—	—	—	—

NOTES: Dollars are in millions. Rank given for 1986 based on 1986 figures as reported in 1987. Source: Revenues by media are Advertising Age estimates based on corporate annual reports and sources in media companies.

FSI companies bolster 'other' ad areas

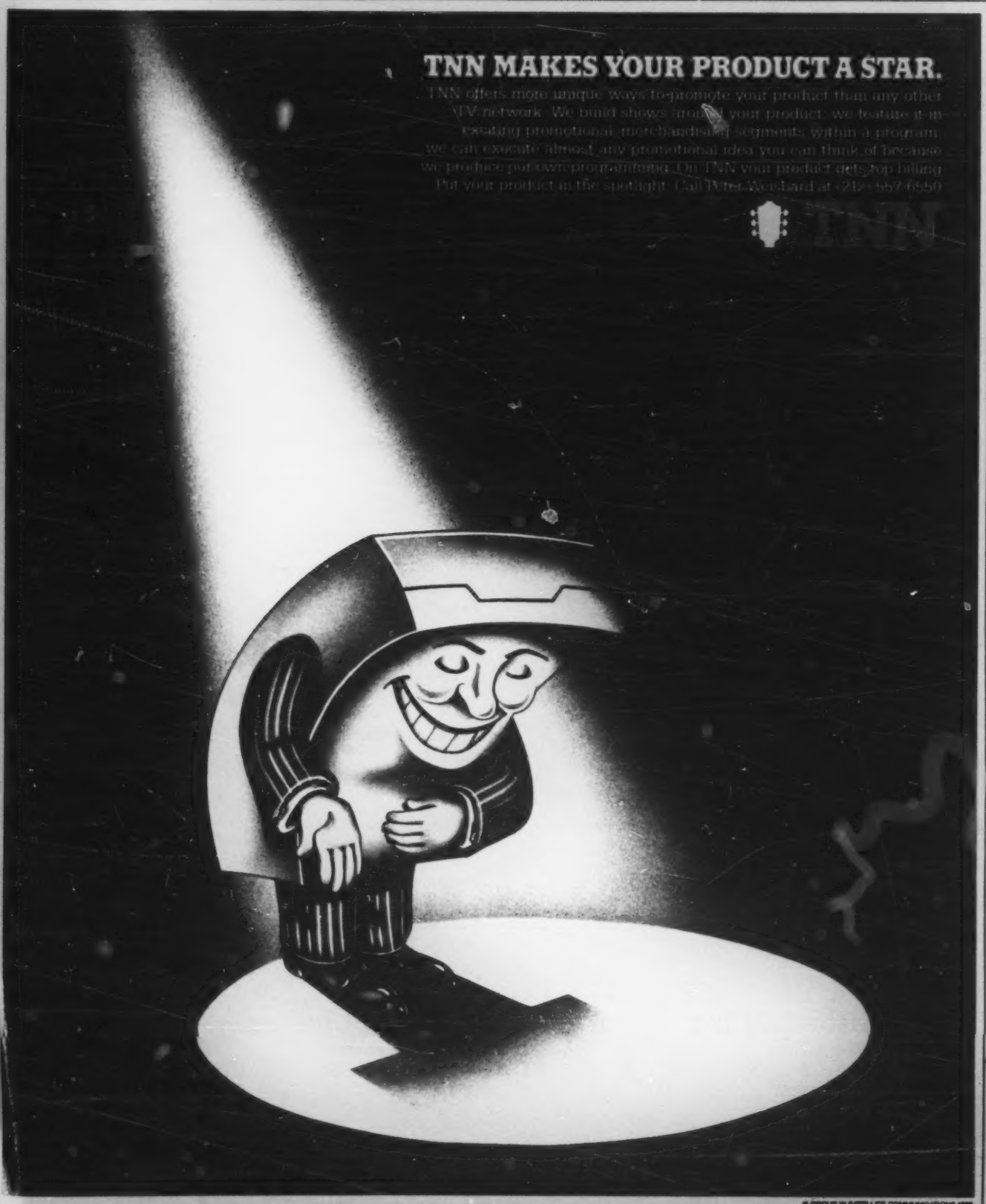
Outdoor and free-standing insert companies among the 100 leaders

Outdoor companies	Outdoor revenues 1987	Outdoor revenues 1986	1987 media revenues	Outdoor % media revenues
3M	$217	$197	$217	100.0
Gannett Co.	202	211	2,991	6.8
Patrick Media Group	183	182	183	100.0
Morris Communications	113	110	359	31.5
Donrey Media Group	52	47	303	17.2

Total 30-sheet structures: Company	Structures	'86-'87 % chg
3M National Advertising	5,474	11.1
Gannett Outdoor Advertising	22,757	(2.5)
Patrick Media Group	41,084	0.2
Naegele Outdoor Advertising	16,581	(0.2)
Donrey Outdoor Advertising	7,568	(0.3)

Free-standing insert companies	Frequency 1987	Frequency 1986	Pages of inserts 1987	Pages of inserts 1986	Avg. pgs./issue 1987	Avg. pgs./issue 1986	No. pprs. on sched. 1988	No. pprs. on sched. 1987
Valassis Inserts	44	33	1,232	1,478	30	23	304	303
Quad/Graphics, Quad/Marketing div.	31	21	727	381	23	18	326	288
Product Movers	29	27	590	438	20-24	16-20	300	285

NOTES: Dollars are in millions. Structure counts do not include 8-sheet or permanent panels. Frequency is number of individual inserts, magazines or booklets produced and generally is equal to the number of Saturdays and Sundays the fsi's are scheduled to run. Sources: Outdoor revenues are AA estimates. Outdoor structures from Traffic Audit Bureau. Fsi information from company sources.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Companies involved in outdoor and "other" media among the 100 Leading Media Companies expanded their operations in 1987 in the process of building their revenue base to $6.9 billion, up 13.6% from the previous year.

"Other" media, which does not include print, broadcast and cable, is a compilation of free standing inserts, news services, data base subscription activity and some direct mail.

Outdoor, one of the larger categories of "other media," experienced nominal growth of 2.7% to $767 million in 1987 among the five 100 Leading Media Companies involved in the medium. These five companies, representing 59% of the $1.3 billion total estimated for all outdoor companies in 1987 according to the Institute of Outdoor Advertising, trailed the overall industry revenue growth rate of 4.1%.

The dollar volume increase among the five leader companies virtually came from the leader, 3M National Advertising, which outdistanced the pack with $217 million in revenues for a 10.1% gain. 3M's panel totals include permanent panels, a segment not audited by the Traffic Audit Bureau. TAB's structure totals are shown in the accompanying chart.

Outdoor expects growth of 6% in 1988 as the industry continues to rebound from reduced liquor and tobacco spending, says the IOA. Interestingly, healthcare advertising has been a growth area.

The success of the FSI business continues to show up in the nation's Sunday papers. Valassis Inserts, a division of Consolidated Press Holdings U.S., led the big three FSI companies—all of whom rank among the 100 Leading Media Companies—with a growth in revenues from FSIs of 23% to $400 million.

Valassis' current 49% share of market ballooned temporarily to 55% in November, 1987, with the acquisition of Newspaper Co-op Couponing, a division of Marketing Corp. of America, Westport, Conn.

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Strong ad growth sustains newspapers

Revenues from newspaper properties of the top 100 Media companies continued to dominate all media segments in size with $23.2 billion, up 11.8% from 1987.

The total came from 47 companies with newspaper properties and represents 35.9% of all media revenues of the top 100, well ahead of broadcast's 24.9% share of the media pie for the 100.

Major acquisitions were generaled by Media News Group, controlled by William Dean Singleton. It paid Times Mirror Corp. $95 million for *The Denver Post* and paid Toronto Sun Publishing Corp. $150 million plus other considerations for *The Houston Post*. Hearst Corp. paid Houston Endowment $415 million for the *Houston Chronicle*.

Newspaper revenue growth at Media News hit $650 million, up 44.4% from the previous year when returns got a full-year infusion from the $110 million buyout in late 1986 of the *Dallas Times Herald* from Times Mirror Corp. Media News this month announced its intent to sell the *Times Herald* to John Buzzetta, one of Mr. Singleton's associates.

Hearst Corp.'s purchase of the *Chronicle* represented its first major newspaper acquisition in years and helped build corporate newspaper revenues to $650 million, up 66.7% from 1986. Hearst also folded the evening *Albany* (N.Y.) *Knickerbocker News* into the morning *Albany Times-Union*, continuing an industrywide trend that also saw Cox Enterprises combine the *Evening Times* in Palm Beach, Fla., with the morning *Palm Beach Daily News* and fold *The Journal Herald* in Dayton, O., into the *Dayton Daily News*.

Ralph Ingersoll of Ingersoll Publications built newspaper revenues to $609 million, a 64.6% increase largely attributed to first-time returns from the Morristown Newspaper Group and the $318 million buyout of Horvitz Newspaper Group consisting of four mid-sized Ohio newspapers and *The Troy* (N.Y.) *Times Record*. Thomson Newspapers $206.3 million buyout of four Clay Communications papers was the only other major purchase made by a top 100 Media company.

The bigger newspaper companies among the 47 seemed more bent on expanding into other media forms than into newspapers. For example, Gannett did not buy a paper in 1987, but it strengthened its broadcast segment with the purchase of two TV stations from Harte-Hanks Communications and began a broadcast version of *USA Today* called "USA Today: The Television Show"; Times Mirror bought four magazines from Diamandis Communications; Affiliated Publications moved into magazines with the purchase of Billboard Publications.

Four of the 47 companies with newspaper properties suffered revenue declines in 1987. Depressed market conditions affected A.H. Belo Corp. in Dallas and Opubco in Oklahoma City. Harte-Hanks' revenues

dropped reflecting its sell-off activity, and News Corp. Ltd.'s newspaper revenues declined largely because of the depressed state of the *New York Post*, which News Corp. sold to real estate developer Peter Kalikow earlier this year for $37 million. The *Post* suffered a 25% decline in daily circulation.

But the *Post* is not alone in its slump. Circulation for all newspaper dailies dropped 0.07% from 1986 to 62.65 million. Sunday papers continued their circulation climb to 60.21 million, up 2.2%, according to Newspaper Advertising Bureau. NAB says advertising, which grew 9% in 1987, is expected to maintain that level of growth in 1988.

The fate of the proposed joint operating agreement between Gannett's *The Detroit News* and Knight-Ridder's *Detroit Free Press* remains in the hands of the Justice Department, which promises a ruling soon.

Biggest newspaper deals by leading media cos.

Property	Buyer	Seller	Price
Houston Chronicle	Hearst Corp.	Houston Endowment	$415.0
Five Horvitz dailies [1]	Ingersoll Publications	Horvitz Newspaper Group	318.0
Four Clay papers [2]	Thomson Newspapers	Clay Communications	206.3
Houston Post [3]	Media News Group	Toronto Sun Publishing	150.0
Morristown Daily Record	Ingersoll-Goodson interests	Morristown Newspaper Group	125.0-150.0
Dallas Times-Herald (pending)	John Buzzetta	Media News Group	140.0
Denver Post	Media News Group	Times Mirror Corp.	95.0

NOTES: Dollars are in millions
[1] Troy (N.Y.) Times Record, Dover (O.) Times Reporter, Lorain (O.) Journal, Mansfield (O.) News Journal, Wilmington (O.) News Herald.
[2] Thomson subsidiary, Lincoln Publishing Co., purchased Clay's Monroe (N.C.) Enquirer-Journal, Beckley (W.Va.) Register-Herald, Charleston (W.Va.) Daily Mail via its 50% purchase of Charleston Newspapers, and Shelby (N.C.) Star. Purchase price also included Sun Publishing Co., Brandon, Manitoba, and Worthington (Minn.) Daily Globe.
[3] Price includes $100 million in cash, $50 million in notes, $1.25 for every $1 increase in revenue over the next five years.
Source: Advertising Age.

Media companies by estimated newspaper revenues

Company	Newspaper revenues 1987	Newspaper revenues 1986	1987 media revenues	Newsp. rev. % media revenues	Top newspaper by daily circulation Newspaper	3/31/88 circ.	'86-'87 % chg.
Gannett Co.	$2,432	$2,165	$2,991	81.3	*USA Today*	1,345,721	2.6
Times Mirror Co.	1,996	1,727	2,549	78.3	*Los Angeles Times*	1,132,920	1.3
Knight-Ridder	1,845	1,688	2,049	90.1	*Detroit Free Press*	647,763	1.3
Advance Publications	1,601	1,470	2,397	66.8	*Newark Star-Ledger*	460,117	(0.2)
Tribune Co.	1,476	1,364	1,886	78.3	*New York Daily News*	1,283,302	0.4
New York Times Co.	1,364	1,252	1,680	80.7	*New York Times*	1,078,...	...
Dow Jones & Co.	949	908	1,240	76.5	*Wall Street Journal*	2,025,178	(0.1)
Scripps Howard	818	751	1,129	72.5	*Rocky Mountain News*	356,891	3.2
Cox Enterprises	711	683	1,464	48.6	*(Atlanta) Constitution*	272,469	2.9
Hearst Corp.	650	390	1,925	33.8	*Houston Chronicle*	411,761	1.1
Media News Group	650	450	650	100.0	*Houston Post*	302,125	(2.4)
Washington Post Co.	648	589	1,240	52.3	*Washington Post*	810,011	1.7
Ingersoll Publications	609	370	609	100.0	*New Haven Register*	103,004	NA
Thomson Newspapers	449	408	449	100.0	(Canton, Ohio) *Repository*	54,613	(3.2)
Capital Cities/ABC	448	412	4,256	10.5	*Kansas City Times*	280,713	2.5
Affiliated Publications	443	389	487	90.9	*Boston Globe*	466,...	...
Central Newspapers	427	407	427	100.0	*Phoenix Republic*	388,627	3.6
Copley Newspapers	350	328	353	99.0	*San Diego Union*	383,224	4.5
Freedom Newspapers	325	305	392	82.9	*Orange County (Calif.) Register*	325,139	3.4
McClatchy Newspapers	319	272	332	96.1	*Sacramento Bee*	280,...	...
Media General	286	264	423	67.6	*Tampa Tribune*	271,288	9.2
Landmark Communications	279	244	332	84.1	*Norfolk Virginian-Pilot*	143,583	0.3
Pulitzer Publishing Co.	270	232	367	73.5	*St. Louis Post Dispatch*	378,135	5.8
Cowles Media Co.	267	251	295	90.5	*Minneapolis Star & Tribune*	406,246	6.1
News Corp. Ltd.	261	298	1,250	20.9	*New York Post*	555,268	(25.0)
Morris Communications	248	209	358	69.3	*Jacksonville (Fla.) Times-Union*	184,...	...
Chronicle Publishing Co.	221	150	357	61.9	*San Francisco Chronicle*	568,185	3.6
Chicago Sun-Times Co.	220	200	220	100.0	*Chicago Sun-Times*	626,035	3.0
A.H. Belo Corp.	216	222	382	56.6	*Dallas Morning News*	NA	NA
Donrey Media Group	215	197	303	71.1	*Las Vegas Review-Journal*	138,...	...
Journal Communications	201	184	249	80.6	*Milwaukee Journal*	284,120	(1.8)
Seattle Times	190	175	190	100.0	*Seattle Times*	235,705	1.9
Harte-Hanks Communications	174	212	544	32.0	*Corpus Christi Caller*	69,350	13.8
Times Publishing Co.	172	163	194	88.3	*St. Petersburg Times*	339,428	0.9
Blade Communications	168	149	210	79.9	*Pittsburgh Post-Gazette*	168,444	(1.1)
Howard Publications	153	152	153	97.7	*Richmond (Ind.) Times*	39,...	...
Lee Enterprises	146	143	217	67.2	*Wisconsin State Journal*	73,...	...
Times Journal Co.	146	136	146	100.0	*Fairfax (Va.) Journal*	47,...	...
Macromedia Inc.	143	127	169	84.3	*Bergen County (N.J.) Record*	143,...	...
Multimedia Inc.	128	117	411	31.2	*Greenville (S.C.) News*	86,089	(1.1)
Opubco	125	135	466	26.8	(Oklahoma City) *Oklahoman*	237,653	(0.6)
Providence Journal	124	111	265	46.8	(Providence, R.I.) *Bulletin*	104,394	(5.3)
Cooke Media Group	96	88	225	42.7	*Los Angeles Daily News*	174,599	14.1
Triangle Publications	77	72	730	10.5	*Daily Racing Form*	61,491	(3.3)

Magazine buys, specialties prod growth

Heavy acquisitions, vigorous start-up activity and flareups over the demythologizing of the use of the magazine rate card set the pace for stronger than expected growth in magazine revenues for the 35 companies involved in magazine publishing among the 100.

The group, which experienced narrow revenue growth of 6.4% in 1986, built that to 8.6% in 1987, although many of the larger magazine companies with broadly based consumer titles did not do as well.

The 35 stood out within their industry, however. For magazines as a whole, advertising rose to $8.2 billion in 1987, about 4% above the prior year but considerably lower than a projected 7.5% gain.

Magazines remained valued properties, if not on their own right then in the hands of an entrepreneur like Peter Diamandis. He first engineered a management buyout of CBS Magazines for $650 million, and then spun off four publications to Times Mirror Corp., one to Cahners Publications and the rest to Hachette for a total of $953.2 million.

Most of the CBS publications ended up under the direction of Mr. Diamandis at Hachette, the French company whose previous U.S. magazine interest had been the U.S. edition of *Elle*, held in joint venture with News Corp. Ltd.

Robert Edgell led a group in a $334.1 million management buyout of the technical professional publishing division of

Harcourt Brace Jovanovich, which welcomed the deal to help offset its $3 billion recapitalization plan adopted to escape a takeover bid by Robert Maxwell, head of British Printing & Communications Corp.

Two magazine groups from last year's 100 Media chart appear this year under different corporate names: Edgell from HBJ and Hachette from CBS. One company, H&C Communications, left publishing by giving away its *Washington Journalism Review* to the College of Journalism at the University of Maryland.

In the more specialized area where growth was concentrated, both McGraw-Hill and Forbes Inc. showed revenue gains from magazines of 18.6% and 33.3%, respectively. Such growth was traced largely to their mass-circulated business magazines, *Business Week* and *Forbes*. *BW* recorded a phenomenal ad increase of 30.5% to $217.5 million on a 21% growth in ad pages, and *Forbes'* advertising grew 12.8% to $128.6 million on ad page growth of 6.1%, according to Publishers Information Bureau.

Their competitor, Time Inc.-owned *Fortune*, showed similar improvement, its advertising up 10.9% to $122 million on a 3.8% page growth, notes PIB, which also indicates the magazines continued to perform well in the first quarter of 1988, particularly *Fortune*, whose ad revenues ballooned 30.3%.

Time Inc., whose magazine revenues almost double those of its nearest competitor, Hearst Corp., could not carry off the *Fortune* success throughout its other properties as total revenues rose only 2.9% to $1.6 billion. *Time* did not increase its ad rates in 1988, the first year it has not since 1963.

Although *Time* didn't boost its rates, it was factored into Time Inc.'s special Max Plan—launched earlier in the year—which gaves discounts to advertisers that increase Time Inc.'s share (eight magazines) of their advertising budget.

Advance's Conde Nast Publications also offered a group magazine rate package for *Bride's*, *Glamour*, *Mademoiselle*, *Self* and *Vogue*, while Working Women-McCall's Group turned the industry on its ear by eliminating the rate card, which McCall's Publisher Dale Lang said merely formalized a practice followed by many of his competitors.

Specialized publications were the backbone of Cahners Publishing Co.'s 27.3% growth to $340 million in magazine revenues in 1987. The company continued to build on that sector with the acquisition this April of Today Communications, but it also entered the mass market through its purchase of *Modern Bride* and *Variety*, both in late 1987.

General Media International's purchase of *Saturday Review* may be the oddest fit among the magazine companies. General Media, the new name for Penthouse International, plans to relaunch *Saturday Review* this fall.

The outlook for magazines this year remains strong for most magazine categories. Results from the first quarter bear this out. Magazines monitored by PIB gained 11.4% in ad revenues on a 4% increase in ad pages. The general election and the Summer Olympics are expected to help sustain this growth throughout 1988.

Part of that growth no doubt will come from start-ups. Some 250 new start-ups a year have been recorded since 1984, according to Magazine Publishers of America, bringing 1987's total to 11,593. The flip slide of the issue, however, is that 90% of start-ups fail.

Biggest magazine deals by leading media cos.

Property	Buyer	Seller	Price
Diamandis Communications	Hachette Group	Diamandis Communications	$722.0
CBS Magazines [1]	Diamandis Communications	CBS Inc.	650.0
HBJ Publications (110 trade mags)	Edgell Communications	Harcourt Brace Jovanovich	334.1
4 former CBS magazines [2]	Times Mirror Corp.	Diamandis Communications	167.5
Billboard Publications Inc. [3]	Affiliated Publications	BPI	95.0
A/C Flyer [4]	McGraw-Hill	News America (News Corp. Ltd.)	82.0
Modern Bride	Cahners Publishing	Diamandis Communications	63.7
Variety	Cahners Publishing	Silverman family	50.0-60.0
Family Handyman	Reader's Digest	Maxwell Communications	30.0
Hanson Publishing Co. [5]	Cowles Media	Hanson Publishing Co.	25.0
50 Plus	Reader's Digest	Whitney Communications	15.0
Discover	Family Media Inc.	Time Inc.	15.0

NOTES: Dollars are in millions.
[1] CBS Magazines sold to Diamandis Communications: American Photographer, Audio, Bicycling, Car & Driver, Field & Stream, Flying, Home Mechanix, Modern Bride, Road & Track, Skiing, Stereo Review, Women's Day, Yachting.
[2] Diamandis sold to Times Mirror Corp. Field & Stream, Skiing, Yachting, Home Mechanix.
[3] BPI publications purchased: Billboard, Amusement Business, Interiors, Photo Business, Back Stage, Music & Media Magazine, Musician, American Artist, Florist, Glass & Pottle, Photo Design.
[4] Business & Commercial Aviation also was purchased. Dollar figure also includes 1 directory, 5 newsletters and two on-line services.
[5] Includes Folio, Catalog Age, Inside Print.

Media companies by estimated magazine revenues

Company	Magazine revenue 1987	Magazine revenue 1986	1987 mobile revenues	Mag. rev. % media revenues	Top magazine by gross ad revenues: Magazine	Ad revs.	'87-'86 % chg
Time Inc.	$1,621	$1,576	$3,239	50.0	*Time*	$329	(4.6)
Hearst Corp.	873	780	1,925	45.4	*Good Housekeeping*	132	(8.6)
Triangle Publications	653	648	730	89.5	*TV Guide*	331	4.1
Advance Publications	593	544	2,397	24.7	*Vogue*	80	6.6
Reader's Digest	522	486	522	100.0	*Reader's Digest*	107	(2.0)
McGraw-Hill	377	318	1,187	31.8	*Business Week*	217	30.5
Capital Cities/ABC	376	376	4,256	8.8	*W*	29	13.3
Cahners Publishing Co.	340	267	340	100.0	*Restaurants & Institutions*	40	5.3
News Corp. Ltd.	333	292	1,200	28.0	*New York*	43	5.0
Meredith Corp.	329	286	446	73.8	*Better Homes & Gardens*	142	9.5
Washington Post Co.	322	321	1,240	26.0	*Newsweek*	239	0.4
Hachette Group	321	300	321	100.0	*Woman's Day*	115	(6.5)
International Data Group	300	250	300	100.0	*Computerworld*	52	3.5
New York Times Co.	226	219	1,690	13.4	*Family Circle*	124	(12.5)
National Geographic Society	223	219	223	100.0	*National Geographic*	29	(7.9)
Times Mirror Co.	205	196	1,536	13.3	*Popular Science*	21	5.0
Working Women-McCalls	178	164	178	100.0	*McCall's*	83	1.0
U.S. News & World Report	168	160	168	100.0	*U.S. News & World Report*	106	5.0
National Enquirer	164	164	164	100.0	*National Enquirer*	NA	NA
Petersen Publishing Co.	149	149	149	100.0	*Motor Trend*	25	11.9
Forbes Inc.	160	120	166	96.4	*Forbes*	129	12.8
Ziff Communications	145	125	145	100.0	*PC*	69	60.8
Edgell Communications	144	146	144	100.0	*Hotel & Motel Management*	8	46.9
General Media International	140	136	140	100.0	*Penthouse*	19	(7.2)
Playboy Enterprises	121	143	144	84.4	*Playboy*	38	(22.7)
Hachette Filipacchi	96	96	96	100.0	*Elle*	NA	NA
Affiliated Publications	94	93	2,000	4.7	*Boston Globe*	NA	NA
Dow Jones & Co.	86	86	1,400	6.1	*Barron's*	33	10.2
Rodale Press	85	85	400	21.3	*Prevention*	NA	NA
Conde Nast Publications	84	84	400	21.0	*Vogue*	80	6.6
Times Publishing Co.	23	21	194	11.7	*Florida Trend*	4	0.0
LIN Broadcasting	19	17	158	12.4	*Guestinformant*	19	14.3
Media General	16	16	423	3.8	*Consultant*	NA	NA
Quad/Graphics	5	5	215	2.3	*Milwaukee Magazine*	1	0.5
Dispatch Printing Co.	4	4	174	2.0	*Ohio Magazine*	NA	NA

NOTES: Dollars are in millions. Sources: Magazine revenues are Advertising Age estimates. Gross ad revenues are from Publishers' Information Bureau or company sources, except Folio, from MMS-Rome Reports.

Ten hottest U.S. media markets

By gross media revenues per household in 1987

Rank	Market	Revenues per household	Total gross media revenues	Households	Gross revenues per household by media: Newspaper	Magazine	TV	Radio	Outdoor
1	Miami	$597.93	$734	1,227,400	$259.90	$52.91	$206.62	$78.21	$0.29
2	San Diego	585.32	483	825,700	225.26	77.75	190.14	81.02	11.14
3	Dallas-Ft. Worth	578.92	960	1,658,700	237.54	64.45	198.35	70.24	8.35
4	Washington	559.54	916	1,637,500	225.34	87.04	167.94	76.95	2.27
5	Los Angeles	556.89	2,661	4,777,600	195.70	72.89	214.97	61.45	11.87
6	Houston	544.86	810	1,486,900	228.66	59.53	176.21	67.46	13.00
7	San Francisco	541.89	1,196	2,207,800	174.38	85.52	196.15	67.22	18.61
8	Atlanta	540.91	714	1,320,200	199.21	64.01	183.91	74.91	18.86
9	Denver	527.53	522	989,800	212.16	74.78	172.76	59.71	8.11
10	Boston	526.44	1,093	2,076,800	208.49	83.70	183.63	50.22	0.39

NOTES: Total gross revenue dollars per market are in millions. All other figures except total households are estimated total media gross revenue dollars per TV household in each market.
Sources: Gross revenues per household by market and media are Advertising Age estimates. Total TV households supplied by A.C. Nielsen Co. Total gross revenue estimates by market for newspaper, radio and some TV were supplied by Jim Duncan Jr., Duncan's Radio Market Guide, 1988 edition. Total gross revenue estimates by market for magazine and outdoor were supplied by Leading National Advertisers from Publishers' Information Bureau, Institute of Outdoor Advertisers and Outdoor Advertising Association of America. Some TV revenue estimates were also supplied by National Association of Broadcasters.

Sun Belt soars in revenue per household

By Norma Green

While scorching, rainless weather is drying up parts of the country, there appears to be no drought in total gross ad revenues per household in the 10 hottest U.S. media markets.

Miami, the growing international trade and financial center, muscled its way to the top on the strength of its newspaper, TV and radio revenues per household.

Miami, which ranks No. 1 in newspaper revenues per household and No. 2 in both TV and radio revenues, scored a revenue-per-household total of $597.93 to top the No. 2 hottest market, San Diego, at $585.32.

Source of Miami's media strength is its newspapers—Knight-Ridder with *The Miami Herald*, which boasts the largest circulation of any daily newspaper in the Southeast with 437,200 copies, *The Miami News* and the Spanish-language *Diario Las Americas*, along with the Tribune Co.-owned *Fort Lauderdale News* and *Sun-Sentinel*. These papers accounted for 43.5% of Miami's household revenue total by generating $259.90 in ad revenues per household.

In TV, which followed newspapers as the leading source of media income in the hottest markets, Miami was in the No. 2 slot with its ABC affiliate, WPLG, garnering a 22% share, the largest of any local stations rated during Nielsen's February sweeps.

Indicative of the hot TV market was General Electric's $270 million purchase in 1987 of WTVJ-TV.

Los Angeles was the top market in TV with $214.97 revenues per household with its KABC ranking at the top, also with a 22% share.

In radio, Miami was second only to San Diego in revenues per household. Of 19 viable stations identified by "Duncan's Radio Guide," only one San Diego station—KFMB—ranked in the listing of $10 million-plus billings. Ironically, Chicago's WGN, the top billing U.S. radio station with an estimated $31 million, was not a factor in the placement of the top ten because Chicago is ranked the 12th hottest media market overall.

Magazine revenues offered another twist as New York led the pack with $100.51 revenues per household but did not rank in the overall top 10 hottest markets. It was No. 20.

The Dallas-Fort Worth market demonstrates the advertising power of a competitive newspaper market. Dallas-Fort Worth's $578.92 revenues per household media total drew 41% or $237.54 from newspapers, the second highest newspaper figure among the top ten.

Denver rated in the lower half of the top ten media markets with sixth place in newspapers, seventh place in magazines and tenth in TV revenues. Denver was the only one of the top ten whose local TV advertising, total time sales and net revenues declined last year.

The most northern city in the hot media market lineup, Boston, ranked fourth in magazine revenues, as well as seventh in both newspaper and TV.

In absolute terms, the nation's largest ad market according to this report is New York with total expenditures of $3.01 billion in 1987. Los Angeles trails New York with $2.66 billion, then comes Chicago, $1.54 billion, San Francisco, $1.20 billion, and Boston, $1.09 billion.

The hottest media markets were determined by totaling local market ad spending for newspapers, magazines, TV, radio and outdoor for the nation's 50 largest Designated Market Areas as defined by A.C. Nielsen Co., and dividing the total by TV households in the respective DMA.

The local ad numbers show discretionary spending by advertisers, but in this study are not an attempt to reflect total dollars advertisers credit to various markets because the total also would include so-called uncontrolled allocations based on money a national advertiser would "attribute" to Miami for the exposure it got from buys made on network TV, network radio, national full-run magazine buys and USA Today. *Most advertisers also believe local spending monitored by national ad tracking services is under-reported.*

The top 50 DMAs, for example, represent about 50% of total local advertising spending in the U.S., according to this report, however, that percentage probably would rise to 60%-65% if national ad totals were added into these markets.

The 10 hottest should be viewed in relative terms—how they measure up against each other.

Ten hottest magazine markets

Rank	Market	Gross magazine revenues/ h'hold	Total gross magazine revenues
1	New York City	$100.51	$701
2	Washington	87.04	143
3	San Francisco	85.52	189
4	Boston	83.70	174
5	San Diego	77.75	64
6	Hartford-New Haven	76.64	68
7	Denver	74.78	74
8	Los Angeles	72.89	348
9	Seattle-Tacoma	72.05	89
10	Sacramento-Stockton	70.87	68

NOTES: Total gross magazine revenue dollars are in millions.
Sources: Gross magazine revenues per household are AA estimates. Gross magazine revenues per market were supplied by Leading National Advertisers from Publishers' Information Bureau.

Ten hottest newspaper markets

Rank	Market	Gross newspaper revenues/ h'hold	Total gross newspaper revenues
1	Miami	$259.90	$319
2	Dallas-Ft. Worth	237.54	394
3	Houston	228.66	340
4	Washington	225.34	369
5	San Diego	225.26	186
6	Denver	212.16	210
7	Boston	208.49	433
8	Atlanta	199.21	263
9	Los Angeles	195.70	935
10	Baltimore	193.97	176

NOTES: Total gross newspaper revenue dollars are in millions.
Sources: Gross newspaper revenues per household are AA estimates. Gross newspaper revenues per market were supplied by Jim Duncan Jr., Duncan's Radio Market Guide, 1988 edition.

Ten hottest TV markets

Rank	Market	Gross TV revenues/ h'hold	Total gross TV revenues
1	Los Angeles	$214.97	$1,027
2	Miami	206.62	254
3	Dallas-Ft. Worth	198.35	329
4	San Francisco	196.15	433
5	San Diego	190.14	157
6	Atlanta	183.91	243
7	Boston	183.63	381
8	Houston	176.21	262
9	Phoenix	175.19	160
10	Denver	172.76	171

NOTES: Total gross TV revenue dollars are in millions.
Sources: Gross TV revenues per household are AA estimates. Gross TV revenues per market supplied by Jim Duncan Jr., Duncan's Radio Market Guide, 1988 edition and National Association of Broadcasters.

Ten hottest radio markets

Rank	Market	Gross radio revenues/ h'hold	Total gross radio revenues
1	San Diego	$81.02	$67
2	Miami	78.21	96
3	Washington	76.95	126
4	Atlanta	74.91	99
5	Phoenix	71.72	66
6	Dallas-Ft. Worth	70.24	117
7	Houston	67.46	100
8	San Francisco	67.22	148
9	San Antonio	66.80	37
10	Baltimore	65.21	59

NOTES: Total gross radio revenue dollars are in millions.
Sources: Gross radio revenues per household are AA estimates. Gross radio revenues per market were supplied by Jim Duncan Jr., Duncan's Radio Market Guide, 1988 edition.

Media holdings of 100 leaders

NEWSPAPER PROPERTIES

Company	Headquarters	Media holdings
Advance Publications	Newhouse Newspapers Newark, N.J. Star-Ledger Star-Ledger Plaza Newark, N.J. 07101 (201) 877-4141	ALABAMA: *Birmingham News & Post-Herald, Huntsville Times, Huntsville News, Mobile Press, Mobile Register.* LOUISIANA: *New Orleans Times-Picayune/States-Item.* MASSACHUSETTS: *Springfield Republican, Springfield Union News.* MICHIGAN: Booth Newspapers, including *Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News.* MISSISSIPPI: *Pascagoula Press & Chronicle.* NEW JERSEY: *Jersey Journal, Newark Star-Ledger, Trenton Times.* NEW YORK: *Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard.* OHIO: *Cleveland Plain Dealer.* OREGON: *Portland Oregonian.* PENNSYLVANIA: *Harrisburg Patriot-News.*
Affiliated Publications	135 Morrissey Blvd. Boston, Mass. 02107-2378 (617) 929-3300	*Boston Globe.*
A.H. Belo Corp.	Communications Center Dallas, Texas 75265 (214) 977-8730	*Dallas Morning News*; Dallas-Fort Worth Suburban Newspapers—*Arlington Daily News, Garland Daily News, Grand Prairie Daily News, Irving Daily News, Mid-Cities Daily News, Richardson Daily News.* **Non-dailies:** Dallas-Fort Worth Suburban Newspapers-*Metrocrest News.*
Blade Communications	541 Superior Street Toledo, Ohio 43660 (419) 245-6000	CALIFORNIA: *Monterey Peninsula Herald.* OHIO: *Toledo Blade.* PENNSYLVANIA: *Pittsburgh Post-Gazette.*
Capital Cities/ABC	24 E. 51st Street New York, N.Y. 10022 (212) 421-9595	ILLINOIS: *Belleville News-Democrat.* MICHIGAN: *Oakland Press.* MISSOURI: *Kansas City Times, Kansas City Star.* OREGON: *Albany Democrat-Herald, Daily Tidings* (Ashland). PENNSYLVANIA: *Times Leader* (Wilkes-Barre). TEXAS: *Fort Worth Star-Telegram.* **Non-dailies:** CALIFORNIA: Sutton Industries: pennysavers in Orange, Riverside and San Diego counties, Sacramento and Stockton. CONNECTICUT: Shore Line Newspapers, Guilford. ILLINOIS: *Highland News-Leader.* KANSAS/MISSOURI: *Pennypower Shopping News* (Wichita and Topeka, Kan., and Springfield, Mo.). OREGON: *Gresham Outlook, Newport News-Times, Nickel Ads* (Portland), *Springfield News, Cottage Grove Sentinel, Sandy Post, Lebanon Express.* TEXAS: *Arlington Citizen-Journal.* WASHINGTON: *Little Nickel Want Ads* (Seattle-Tacoma), *Nickel Nik* (Spokane).
Central Newspapers	307 North Pennsylvania St. Indianapolis, Ind. 46204 (317) 633-9027	ARIZONA: *Arizona Republic, Phoenix Gazette.* INDIANA: *Indianapolis News, Indianapolis Star, Muncie Press, Muncie Star, Vincennes Sun-Commercial.* **Non-dailies:** ARIZONA: *Arizona Business Gazette.*
Chicago Sun-Times	401 N. Wabash Ave. Chicago, Ill. 60611 (312) 321-3000	ILLINOIS: *Chicago Sun-Times.* **Non-dailies:** ILLINOIS: Star Newspapers-Williams Press (Chicago Heights): *Chicago Heights Star, Crete University Park Star, Frankfort-Mokena Star, Harvey-Markham Star, Hazel Crest-Country Club Hills Star, Homewood-Flossmoor Star, Matteson-Richton Park Star, Oak Forest Star, Orland Park Star, Park Forest Star, South Holland Dolton-Riverdale-Thornton Star, Tinley Park Star, Homer Township Star, Lansing-Lynwood Star, Calumet City-Burnham Star.*
Chronicle Publishing Co.	Fifth & Mission Streets San Francisco, Calif. 94119 (415) 441-4444	CALIFORNIA: *San Francisco Chronicle, San Francisco Sunday Examiner & Chronicle* (owned jointly with the Hearst Corp.). ILLINOIS: *Bloomington Daily Pantagraph.* MASSACHUSETTS: *Worcester Telegram & Gazette, Marlboro Enterprise, Clinton Daily Item, Hudson Daily Sun.*
Cooke Media Group	Kent Farms Middleburg, Va. 22117 (703) 687-4000	CALIFORNIA: *Los Angeles Daily News.*
Copley Newspapers	7776 Ivanhoe Ave. La Jolla, Calif. 92037 (619) 454-0411	CALIFORNIA: *San Diego Tribune, San Diego Union, San Pedro News-Pilot, Daily Breeze* (Torrance), *Santa Monica Outlook.* ILLINOIS: *Aurora Beacon-News, Elgin Courier-News, Joliet Herald-News, Lincoln Courier, Springfield State Journal Register, Waukegan News-Sun, Wheaton Daily Journal.* **Non-dailies:** CALIFORNIA: *Borrego Sun.* Also, 23 nonpaid circulation weeklies and shoppers associated with dailies.
Cowles Media Co.	329 Portland Ave. Minneapolis, Minn. 55415 (612) 375-7000	MINNESOTA: *Minneapolis Star & Tribune.* MONTANA: *Great Falls Tribune.* SOUTH DAKOTA: *Rapid City Journal.* IDAHO: *South Idaho Press.* ARIZONA: *Scottsdale Progress.* **Non-dailies:** COLORADO: Sentinel newspapers in Arapahoe, Arvada, Aurora, Commerce City, Englewood, Lakewood, Littleton, North Glen-Thornton, South Jefferson, Westminster, Wheat Ridge. IDAHO: *Minidoka News, Reminder Shopper.*
Cox Enterprises	1400 Lake Hearn Drive Atlanta, Ga. 30319 (404) 843-5000	ARIZONA: *Chandler Arizonan, Mesa Tribune, Tempe Daily News, Yuma Sun & Sentinel.* COLORADO: *Daily Sentinel* (Grand Junction). FLORIDA: *Miami News, Palm Beach Daily News, Palm Beach Post.* GEORGIA: *Atlanta Constitution, Atlanta Journal.* OHIO: *Dayton Daily News, Springfield News-Sun.* TEXAS: *Austin American-Statesman, Longview Daily News, Longview Morning Journal, Lufkin Daily News, Orange Leader, Port Arthur News, Waco Tribune Herald.* **Non-dailies:** ARIZONA: *Arizona Pennysaver* (Mesa), *Valley Foothills News* (Yuma). COLORADO: *Shopping News.* FLORIDA: *Florida Pennysaver* (West Palm Beach). OHIO: *DownTowner* (Dayton), *Town & Country Times, Tri-County Shopper News* (Springfield). TEXAS: *Community Post, Opportunity Valley News* (Port Arthur).
Dispatch Printing Co.	University Club 40 S. 3rd Street Columbus, Ohio 43216 (614) 461-5000	OHIO: *Columbus Dispatch.*
Donrey Media Group	920 Rogers Ave. Fort Smith, Ark. 72901 (501) 785-7810	ARKANSAS: *Daily Siftings Herald* (Arkadelphia), *Northwest Arkansas Morning News* (Rogers), *Pine Bluff Commercial, Southwest Times Record* (Fort Smith), *Springdale News, Southern Standard.* CALIFORNIA: *Chico Enterprise-Record, Daily News* (Red Bluff), *Hemet News, Lompoc Record, Ontario Daily Report, Progress Bulletin* (Pomona), *Redlands Daily Facts, Ukiah Daily Journal, Vallejo Times-Herald, Daily Democrat* (Woodland). HAWAII: *Hawaii Tribune-Herald* (Hilo), *West Hawaii Today* (Kailua-Kona). INDIANA: *Washington Times-Herald.* IOWA: *Clinton Herald, Oskaloosa Herald.* KENTUCKY: *Glasgow Daily Times.* MISSISSIPPI: *Picayune Item.* MISSOURI: *Moberly Monitor-Index.* NEVADA: *Nevada Appeal* (Carson City), *Ely Daily Times, Las Vegas Review-Journal.* NEW MEXICO: *Alamogordo Daily News.* NORTH DAKOTA: *Minot Daily News.* OKLAHOMA: *Altus Times, Bartlesville Examiner-Enterprise, Blackwell Journal-Tribune, Chickasha Daily Express, Claremore Daily Progress, Durant Daily Democrat, Daily Leader* (Frederick), *Guthrie Daily Leader, Guymon Daily Herald, Henryetta Daily Free-Lance, Holdenville Daily News, Norman Transcript, Okmulgee Daily Times, Pauls Valley Daily Democrat, Pawhuska Daily Journal-Capital, Wewoka Daily Times.* TENNESSEE: *Daily Herald* (Columbia). TEXAS: *Athens Daily Review, Borger News-Herald, Cleburne Times Review, Denison Herald, Gainesville Daily Register, Jacksonville Daily Progress, Kilgore News Herald, Sherman Democrat, Sweetwater Reporter, Weatherford Democrat.* WASHINGTON: *Daily World* (Aberdeen), *Valley Daily News* (Auburn, Kent, Renton). **Non-dailies:** ARKANSAS: *Advertiser* (Arkadelphia), *Booneville Democrat, Southwest American, Market Place* (Fort Smith), *Preview* (Springdale). CALIFORNIA: *Mid-Valley News, Off the Record* (Chico), *Moreno Valley Butterfield Express, Riverside Valley News Advertiser, San Jacinto Valley Register* (Hemet), *Fort Bragg Advocate-News, Coast Plus Edition, Mendocino Beacon* (Fort Bragg), *Mission Valley review* (Lompoc), *Montclair Tribune, Rancho Cucamonga Times, Upland News* (Ontario), *Bulletin, La Verne Leader, San Dimas Pros* (Pomona), *Times-Sentinel* (Red Bluff), *Community Spotlight* (Redlands), *Buyer's Guide* (Ukiah), *Bargain Hunter* (Vallejo), *Weekly Democrat* (Woodland). ILLINOIS: *Northwestern Illinois Dispatch* (Savanna), *Savanna Times Journal.* IOWA: *Clinton Herald, Oskaloosa Herald.* KENTUCKY: *Glasgow Republican.* MISSISSIPPI: *Shopper* (Picayune), *Poplarville Democrat.* MISSOURI: *Randolph County Times Herald, Regional Super Saver* (Moberly). NEVADA: *Chronicle* (Carson City), *Family Fare* (Las Vegas). NEW MEXICO: *Lincoln County Weekly News, Otero County Weekly News* (Alamorgordo). NORTH DAKOTA: *Review* (Minot). OKLAHOMA: *Farm & Ranch Report, Southwest Shopper* (Altus), *Dewey Herald-Record, Living/Morning American* (Bartlesville), *Times-Record* (Blackwell), *Port of Catoosa Times-Herald, Will Rogers Country News* (Claremore), *Weekly News* (Durant), *Tipton Leader* (Frederick), *Market Place* (Guthrie), *Guymon, Super Paper* (Henryetta), *Spotlight* (Norman), *Mainstream Edition* (Okmulgee), *Merchant's Choice* (Pauls Valley), *Osage Journal-News* (Pawhuska). TENNESSEE: *Mt. Pleasant Record, Value Guide, Spring Hill Morning Sun* (Columbia). TEXAS: *Advertiser, Athens Weekly Review, Cedar Creek Pilot, Malakoff News* (Athens), *High Plains Sampler, Stinnett Hutchinson County Herald* (Borger), *Johnson County News* (Cleburne), *Shopping News* (Gainesville), *Cherokee County Banner, Shopping Guide* (Jacksonville), *Nolan County News* (Sweetwater), *Parker County News* (Weatherford). WASHINGTON: *East County News* (Aberdeen), *Wednesday Only* (Auburn, Kent, Renton).
Dow Jones & Co.	World Financial Center 200 Liberty St. New York, N.Y. 10281 (212) 415-2000	*Asian Wall Street Journal, Wall Street Journal, Wall Street Journal/Europe.* Ottaway Newspaper Group-ARIZONA: *News-Sun* (Sun City). CALIFORNIA: *Santa Cruz Sentinel.* CONNECTICUT: *Danbury News-Times.* KENTUCKY: *Ashland Daily Independent.* MASSACHUSETTS: *Beverly Times, Peabody Times, Cape Cod Times, Gloucester Daily Times, New Bedford Standard-Times, Newburyport Daily News.* MICHIGAN: *Traverse City Record-Eagle.* MINNESOTA: *Mankato Free Press, Owatonna People's Press.* MISSOURI: *Joplin Globe.* NEW YORK: *Middletown Times Herald-Record, Oneonta Daily Star, Plattsburgh Press Republican, Tri-State Gazette.* NORTH CAROLINA: *Chapel Hill Newspaper.* OREGON: *Medford Mail Tribune.* PENNSYLVANIA: *Pocono Record, Sharon Herald, Sunbury Daily Item.*
Forbes Inc.	60 Fifth Ave. New York, N.Y. 10011 (212) 620-2478	NEW JERSEY: *Bound Brook Chronicle, Greenbrook/North Plainfield Journal, Metuchen-Edison Review, Middlesex Chronicle, Middlesex County Shopper, Piscataway-Dunellen Review, Somerset Messenger-Gazette, South Plainfield Reporter.*
Freedom Newspapers	17666 Fitch, P.O. Box 19549 Irvine, Calif. 92714 (714) 553-9292	CALIFORNIA: *Anaheim Bulletin, La Habra-Brea Daily Star- Progress, Marysville Appeal-Democrat, Porterville Recorder, Orange County Register* (Santa Ana), *Turlock Daily Journal, Victorville Daily Press.* COLORADO: *Colorado Springs Gazette-Telegraph.* FLORIDA: *Playground Daily News* (Fort Walton Beach); *Fort Pierce News Tribune, Panama City News-Herald.* INDIANA: *Crawfordsville Journal Review, Seymour Daily Tribune.* MISSISSIPPI: *Greenville Delta-Democrat Times.* NEBRASKA: *Columbus Telegram.* NEW MEXICO: *Clovis News Journal.* NORTH CAROLINA: *Burlington Times-News, Gastonia Gazette, Jacksonville Daily News, Kinston Daily Free Press, New Bern Sun-Journal.* OHIO: *Bucyrus Telegraph-Forum, Lima News.* SOUTH DAKOTA: *Huron Daily Plainsman.* TEXAS: *Brownsville Herald, Harlingen Valley Morning Star, McAllen Monitor, Odessa American, Pampa Daily News.* **Non-dailies:** ALABAMA: *Dothan Progress.* Three weeklies-Dothan. COLORADO: Community Press Newspapers-28 shoppers.
Gannett Co.	1100 Wilson Blvd. Arlington, Va. 22209 (703) 284-6000	*USA Weekend, USA Today.* ARIZONA: *Tucson Citizen.* ARKANSAS: *Arkansas Gazette.* CALIFORNIA: *Indio Daily News, Marin Independent Journal, Palm Springs Desert Sun, Salinas Californian, San Bernadino County Sun, Stockton Record, Visalia Times-Delta.* COLORADO: *Fort Collins Coloradoan.* CONNECTICUT: *Norwich Bulletin.* DELAWARE: *Wilmington Morning News, Evening Journal.* FLORIDA: *Florida Today, Fort Myers News-Press, Pensacola News Journal.* GEORGIA: Gainesville Times. GUAM: *Pacific Daily News* (Agana). HAWAII: *Honolulu Star-Bulletin, Sunday Star-Bulletin & Advertiser.* IDAHO: *Boise Idaho Statesman.* ILLINOIS: *Danville Commercial-News, Rockford Register Star.* IOWA: *Des Moines Register, Iowa City Press-Citizen.* KANSAS: *Coffeyville Journal.* KENTUCKY: *Louisville Courier-Journal.* LOUISIANA: *Monroe News-Star-World, Shreveport Times.* MICHIGAN: *Battle Creek Enquirer, Detroit News, Lansing State Journal, Port Huron Times Herald, Sturgis Journal.* MINNESOTA: *St. Cloud Daily Times.* MISSISSIPPI: *Hattiesburg American, Jackson Clarion-Ledger, Jackson Daily News.* MISSOURI: *Springfield News-Leader.* NEBRASKA: *Fremont Tribune.* NEVADA: *Reno Gazette-Journal.* NEW JERSEY: *Bridgewater Courier-News, Camden Courier-Post, Millville Daily, Vineland Times Journal.* NEW MEXICO: *Santa Fe New Mexican.* NEW YORK: *Binghamton Press & Sun Bulletin; Elmira Star-Gazette, Ithaca Journal, El Diario-La Prensa, Niagara Gazette, Poughkeepsie Journal, Rochester Democrat and Chronicle, Rochester Times-Union, Saratoga Springs Saratogian, Utica Observer-Dispatch.* Westchester Rockland Newspapers-*Mamaroneck Daily Times, Mount Vernon Daily Argus, New Rochelle Standard-Star, Ossining Citizen Register, Peekskill Star, Port Chester Daily Item, Tarrytown Daily News, West Nyack-Rockland Journal-News, White Plains Reporter Dispatch, Yonkers Herald Statesman.* OHIO: *Chillicothe Gazette, Cincinnati Enquirer, Fremont News-Messenger, Marietta Times, Port Clinton News Herald.* OKLAHOMA: *Muskogee Daily Phoenix and Times-Democrat.* OREGON: *Salem Statesman-Journal.* PENNSYLVANIA: *Chambersburg Public Opinion, Lansdale Reporter, Tarentum Valley News Dispatch.* SOUTH DAKOTA: *Sioux Falls Argus Leader.* TENNESSEE: *Jackson Sun, Nashville Tennessean.* TEXAS: El Paso Times. VERMONT: *Burlington Free Press.* VIRGIN ISLANDS: *St. Thomas Virgin Islands Daily News.* WASHINGTON: *Bellingham Herald, Olympia Olympian.* WEST VIRGINIA: Huntington Herald-Dispatch. WISCONSIN: *Green Bay Press-Gazette, Wausau Daily Herald.* **Non-dailies:** 30 weekly or semi-weekly publications in Connecticut, Florida, Georgia, Iowa, Mississippi, New Jersey, New York, Pennsylvania and Virginia.
Harte-Hanks Communications	Harte-Hanks Tower 7710 Jones Maltsberger San Antonio, Texas 78216 (512) 829-9000	MASSACHUSETTS: *Daily Transcript* (Dedham), *Middlesex News* (Framingham), *News-Tribune* (Waltham). SOUTH CAROLINA: *Anderson Independent-Mail.* TEXAS: *Abilene Reporter-News, Corpus Christi Caller-Times, Lewisville Daily Leader, Plano Star-Courier, San Angelo Standard-Times, Wichita Falls Times-Record News.* **Non-dailies:** MASSACHUSETTS: *Arlington Advocate, Belmont Citizen-Herald, Needham Chronicle, Newton Graphic, Parkway Transcript* (Roslindale), *Sudbury Town Crier, Watertown Sun, Wayland-Weston Town Crier, Wellesley Townsman, West Roxbury Transcript, Winchester Star.* TEXAS: *Allen American, Carrollton Chronicle, Colony Leader, Coppell Gazette, Farmers Branch Times, Harte-Hanks Graphics* (San Antonio), *Mesquite News, Trademark Press* (Corpus Christi), *Nortex Press* (Wichita Falls).
Hearst Corp.	959 Eighth Ave. New York, N.Y. 10019 (212) 262-5700	CALIFORNIA: *Los Angeles Herald Examiner, San Francisco Examiner.* FLORIDA: *Clearwater Sun.* ILLINOIS: *Edwardsville Intelligencer.* MICHIGAN: *Huron Daily Tribune, Midland Daily News.* NEW YORK: *Albany Times-Union.* TEXAS: *Beaumont Enterprise, Houston Chronicle, Laredo Times, Midland Reporter-Telegram, Plainview Daily Herald, San Antonio Light.* WASHINGTON: *Seattle Post-Intelligencer.* **Non-dailies:** MICHIGAN: *Marlette Leader, Vassar Pioneer Times.* TEXAS: *Jasper News Boy.*
Howard Publications	P.O. Box 570 Oceanside, Calif. 92054 (619) 433-5771	CALIFORNIA: *Oceanside Blade-Tribune, San Clemente Sun-Post.* COLORADO: *Northwest Colorado Press* (Craig). IDAHO: *Twin Falls Times-News.* ILLINOIS: *Charleston Times-Courier, Freeport Journal-Standard, Mattoon Journal-Gazette, Pekin Daily Times.* INDIANA: *Hammond Times, Logansport Pharos-Tribune & Press.* IOWA: *Sioux City Journal* (owned jointly with Hagadone Newspapers), *Waterloo Courier.* KENTUCKY: *Maysville Ledger-Independent.* NEW YORK: *Auburn Citizen-Advertiser, Corning Leader, Glens Falls Post-Star.* PENNSYLVANIA: *Carlyle Sentinel.* SOUTH CAROLINA: *Orangeburg Times & Democrat.* WYOMING: *Casper Star-Tribune.*

NEWSPAPER PROPERTIES (continued)

Company	Headquarters	Media holdings
Ingersoll Publications Co.	457 N. Harrison Street Princeton, N.J. 08540 (609) 683-5300	CALIFORNIA: *Orange Coast Daily Pilot* (Costa Mesa), *Glendale News Press, Burbank Daily Review*. CONNECTICUT: *Milford Citizen, New Haven Register*. ILLINOIS: *Alton Telegraph*. INDIANA: *Anderson Herald-Bulletin, Terre Haute Tribune-Star*. MASSACHUSETTS: *North Adams Transcript, Fall River Herald News*. MICHIGAN: *Ionia Sentinel-Standard, South Haven Daily Tribune-Sentinel-Standard, Lake Odessa-Sentinel, Portland Sentinel, Royal Oak Tribune*. MISSOURI: *News Democrat*. NEW HAMPSHIRE: *Eagle-Times* (Claremont). NEW JERSEY: *Trentonian, Toms River Ocean County Times-Observer, Ocean County Reporter, Suburban News Target* (Westfield), *Daily Record* (Morristown). NEW YORK: *Daily Freeman* (Kingston), *Oneida Daily Dispatch, Tonawanda News, Times Record* (Troy).NORTH CAROLINA: *Courier-Tribune* (Asheboro). OHIO: *Evening Independent* (Massillon), *Daily-Times* (Hiles), *Tribune Chronicle* (Warren), *News Herald* (Willoughby), *News Journal* (Mansfield), *Lorain Journal, Times Reporter* (Dover). PENNSYLVANIA: *Delaware County Times, Coatesville Record, Mercury* (Pottstown), *Evening Phoenix, Evening Herald* (Shenandoah), *Daily Local News* (West Chester). RHODE ISLAND: *Pawtucket-Central Falls Times, Woonsocket Call & Reporter*. WISCONSIN: *Sheboygan Press*. **Non-dailies:** CALIFORNIA: *Leader, Burbank Weekly Review, Glendale Weekly Review, North Hollywood Review, Huntington Beach Independent, Fountain Valley Independent*. CONNECTICUT: *Stratford Bard, West Haven News, Milford Reporter*. DELAWARE: *Town Talk/Delaware, The Brandywine, Wilmington West*. ILLINOIS: *Alton Citizen Journal, Bethalto American Journal, Wood River Journal, Belleville Journal, Cahokia/Dupo Journal, Collinsville Herald, Collinsville Journal, Collinsville Herald Journal, County Journal, East St. Louis News Journal, Edwardsville Journal, Fairview/O'Fallon Journal, Granite City Press-Record, Granite City Journal, Granite City Press Record Journal, News Journal, Clarion* (Columbia). INDIANA: *Star Weekly* (Terre Haute). MICHIGAN: *Tribune Plus* (Royal Oak). MISSOURI: *Central West End Journal, Clayton Citizen Journal, County Star Journal, Courier Journal, Fenton Journal, Jefferson County Journal, Meramec Journal, Neighborhood Journal, North County Journal, North Side Journal, Northwest County Journal, Press Journal, St. Charles Journal, South County Journal, South Side Journal, Tri-County Journal, T.V. Week-Jefferson County, Warrenton News-Journal, Weekend Journal, West Citizen Journal, West County Journal*. NEW HAMPSHIRE: *Claremont/Springfield* (Vt.) *Advisor*. NEW JERSEY: *Midweek, Weekend* (Trenton), *News Beacon, Shopper, Week Ahead* (Fair Lawn), *Beach Haven Times, Beacon, Summer Times* (Manahawkin), *Town News* (Paramus), *Northern New Jersey Suburbanite, Teaneck Suburbanite, Jackson News,Point Pleasant Leader, Ocean County Reporter, Suburban Trends* (Butler), *Ridgewood News, Local Review, Sunday News, Sunday Post, Suburban News* (Franklin Lakes), *Summit Independent, Independent Press, Short Hills/Millburn Independent, Madison Independent, Independent of the Chathams, Berkley Heights/New Provident Press, Dateline Journal* (Wayne), *Lakeland Today, Passaic Valley Today, Suburban Life, Wayne Today, West Milford-Ringwood Argus Today, Suburban News Target* (Westfield). NEW YORK: *Kenmore Record-Advertiser, Tonawanda News Extra, Rockville Pennysaver, Freeport Pennysaver, Oneida Pennysaver, Pennysaver* (Farmingdale). OHIO: *Girard News, Hubbard News, Liberty News, Austintown Leader, Poland Clarion, Howland Bandwagon, Courtland Home News, Western Reserve Democrat, Brookfield Masury News*. PENNSYLVANIA: *Main Line Times* (Ardmore), *News of Delaware County, Neighbors News, Germantown Courier, West Philadelphia Scene, TMC News, Tri-County Shopper News* (Coatesville), *Chester County Courier*, Town Talk Newspapers—Media Editions, Ashton/Brookhaven/Chester Editions, *Suburban and Wayne Times, Suburban Advertisers, King of Prussia Courier*. WISCONSIN: *Shoreline Chronicle* (Sheboygan).
Journal Communications	333 W. State Street Milwaukee, Wis. 53203 (414) 224-2000	WISCONSIN: *Milwaukee Journal, Milwaukee Sentinel*. **Non-dailies:** CONNECTICUT: Hometown Publishing—*Easton Courier, Huntington Herald, Monroe Courier, Stratford Star, Trumbull Times, Milford Mirror, North End News* (Bridgeport). FLORIDA: *Gainesville Buyers' Guide, Jax Air News, Airwinger* (Jacksonville). GEORGIA: *Americus Buyers' Guide, Warner Robins Buyers' Guide*. MONTANA: *Great Falls Consumers' Press, Missoula Messenger*. NORTH CAROLINA: *Handersonville Buyers' Guide*. OHIO: *Hocking Valley Advertiser, Lancaster Advertiser, Newark Advertiser, Zanesville Advertiser*. PENNSYLVANIA: *Carrier Pigeon* (Philadelphia). VERMONT: *Pennysaver Press* (Bennington), *Vermont News Guide* (Manchester Center). WISCONSIN: ADD Inc: *Appleton Buyers' Guide, Berlin Buyers' Guide, Hodag Shopper* (Rhinelander), *Marshfield Buyers' Guide, Neenah Buyers' Guide, New London Buyers' Guide, Oshkosh Buyers' Guide, Our Town* (Rhinelander), *Seymour Buyers' Guide, Stevens Point Buyers' Guide, Waupaca Buyers' Guide, Wausau Buyers' Guide, Wisconsin Rapids Buyers' Guide, New London Press-Star, Print-n-Press* (Waupaca).
Knight-Ridder	One Herald Plaza Miami, Fla. 33132-1693 (305) 376-3800	CALIFORNIA: *Long Beach Press Telegram, Pasadena Star-News, San Jose Mercury News-AM, San Jose Mercury News-PM*. COLORADO: *Boulder Daily Camera*. FLORIDA: *Boca Raton News, Bradenton Herald, Miami Herald, Tallahassee Democrat*. GEORGIA: *Columbus Enquirer, Columbus Ledger, Macon Telegraph and News, Milledgeville Union-Recorder*. INDIANA: *Fort Wayne News-Sentinel, Gary Post-Tribune*. KANSAS: *Wichita Eagle-Beacon*. KENTUCKY: *Lexington Herald-Leader*. MICHIGAN: *Detroit Free Press*. MINNESOTA: *Duluth News-Tribune & Herald, St. Paul Pioneer Press and Dispatch*. MISSISSIPPI: *Biloxi Sun Herald*. NEW YORK: *Journal of Commerce*. NORTH CAROLINA: *Charlotte Observer*. NORTH DAKOTA: *Grand Forks Herald*. OHIO: *Akron Beacon Journal*. PENNSYLVANIA: *Philadelphia Daily News, Philadelphia Inquirer, State College Centre Daily Times*. SOUTH CAROLINA: *Columbia Record, Columbia State, Myrtle Beach Sun News*. SOUTH DAKOTA: *Aberdeen News American*. **Non-dailies:** CALIFORNIA: *Arcadia Tribune, Duartsan* (Duarte), *Monrovia News-Post, Temple City Times*. FLORIDA: *Florida Keys Keynoter*. SOUTH CAROLINA: *Newberry Observer*.
Landmark Communications	150 W. Brambleton Ave. Norfolk, Va. 23501 (804) 446-2000	CALIFORNIA: *Daily Californian* (El Cajon). FLORIDA: *Citrus County Chronicle* (Invernesa). KENTUCKY: *News Enterprise* (Elizabethtown). MARYLAND: *Carroll County Times* (Westminster). NEW MEXICO: *Los Alamos Monitor*. NORTH CAROLINA: *Greensboro News & Record*. VIRGINIA: *Virginian Pilot, Ledger-Star* (Norfolk), *Roanoke Times & World News*. **Non-dailies:** FLORIDA: *Sumter County Times* (Bushnell). ILLINOIS: *Vandalia Leader Union*. INDIANA: *Journal-Democrat* (Rockport), *Mount Vernon Democrat, News* (Tell City). IOWA: *Opinion Tribune* (Glenwood), *Red Oak Express*. KENTUCKY: *Anderson News* (Lawrenceburg), *Henry County Local* (New Castle), *News Democrat* (Carrollton), *Lebanon Enterprise, Casey County News* (Liberty), *Central Kentucky News-Journal* (Campbellsville), *Cynthiana Democrat, Grant County News* (Williamstown), *Oldham Era* (La Grange), *Sentinel News* (Shelbyville), *Springfield Sun, Trimble Banner Democrat* (Bedford), *Kentucky Standard* (Bardstown), *Pioneer News* (Shepherdsville). MARYLAND: *Community Times* (Reisterstown). MISSISSIPPI: *New Albany Gazette*. TENNESSEE: *Harriman Record, Morgan County News* (Wartburg), *Rockwood Times, Roane County News* (Kingston). VIRGINIA: *Gazette* (Galax). Also, 24 classified advertising publications & 22 shoppers.
Lee Enterprises	130 E. Second St. Davenport, Iowa 52801 (319) 383-2202	ILLINOIS: *Herald & Review* (Decatur), *Star Courier* (Kewannee), *Southern Illinoisan* (Carbondale). IOWA: *Globe-Gazette* (Mason City), *Muscatine Journal, Ottumwa Courier, Quad-City Times* (Davenport). MINNESOTA: *Winona Daily News*. MONTANA: *Billings Gazette, Montana Standard* (Butte), *Independent Record* (Helena), *Missoulan*. NEBRASKA: *Lincoln Star*. NORTH DAKOTA: *Bismarck Tribune*. OREGON: *Corvallis Gazette-Times*. WISCONSIN: *La Crosse Tribune, Journal Times* (Racine), *Wisconsin State Journal* (Madison).
Macromedia Inc.	150 River Street Hackensack, N.J. 07602 (201) 646-4000	NEW JERSEY: *News Tribune* (Woodbridge), *Record* (Hackensack).
McClatchy Newspapers	2100 Q Street Sacramento, Calif. 95813 (916) 321-1000	ALASKA: *Anchorage Daily News*. CALIFORNIA: *Fresno Bee, Gilroy Dispatch, Hollister Free Lance, Modesto Bee, Sacramento Bee*. WASHINGTON: *Tri-City Herald* (Richland); *Tacoma News-Tribune*. **Non-dailies:** CALIFORNIA: *Clovis Independent, Lincoln News Messenger, Morgan Hill Times*. WASHINGTON: *Pierce County Herald*.
Media General	333 E. Grace Street Richmond, Va. 23219 (804) 649-6000	FLORIDA: *Tampa Tribune*. NORTH CAROLINA: *Winston-Salem Journal*. VIRGINIA: *News-Leader* (Richmond), *Times-Dispatch* (Richmond). **Non-dailies:** CALIFORNIA: Highlander Publications, publishing 20 weeklies in the Orange County-Los Angeles area. Golden West Publishing, Mission Viejo, publishing 13 papers in the area between Los Angeles and San Diego.
MediaNews Group	1101 Pacific Ave. Dallas, Texas 75202 (214) 720-5800	CALIFORNIA: *Argus* (Fremont), *Daily Review* (Hayward), *San Ramone Herald* (Danville), *Herald* (Dublin), *Alameda Times-Star*. CONNECTICUT: *Bristol Press*. COLORADO: *Denver Post*. MICHIGAN: *Ypsilanti Press*. NEW JERSEY: *North Jersey Advance* (Flanders), *Hudson Dispatch* (Union City), *Daily Journal* (Elizabeth), *Gloucester County Times* (Woodbury), *The News* (Passaic), *North Jersey Herald News* (Passaic), *Today's Sunbeam* (Salem). OHIO: *Journal-News* (Hamilton). PENNSYLVANIA: *Johnstown Tribune-Democrat, York Dispatch, Columbia News*. TEXAS: *Dallas Times Herald, Houston Post*. WASHINGTON: *Yakima Herald Republic*. **Non-dailies:** CALIFORNIA: *Times Star* (Alameda), *Enterprise, Herald Sampler* (Hayward). CONNECTICUT: *Press Plus* (Bristol), *Express* (Thomaston), *Farmington Valley Herald* (Simsbury). MICHIGAN: *Ypsilanti Shopper's Showcase*. NEW JERSEY: *Advertiser, Record* (Woodbury). OHIO: *Fairfield Echo/News, Journal Shopping News, Oxford Shopper, Pulse Journal* (Hamilton). PENNSYLVANIA: *Free Press* (York), *Era, Shopper* (Wrinar). TEXAS: *Community Close-Up* (Dallas), *Graham Leader*. UTAH: *Park Record* (Park City), *Murray Eagle, Green Sheet East, West Valley View, Green Sheet West, Jordon Valley Sentinel, Sentinel West, Sandy Sentinel* (Murray). WASHINGTON: *Yakima Herald Republic Extra*.
Morris Communications	P.O. Box 936 Augusta, Ga. 30913 (404) 724-0851	ALASKA: *Juneau Empire*. FLORIDA: *Florida Times-Union* (Jacksonville), *Jacksonville Journal, St. Augustine Record*. GEORGIA: *Athens Banner Herald, Athens Daily-News, Augusta Chronicle, Augusta Herald, Savannah Morning News, Savannah Evening Press*. TEXAS: *Amarillo Daily News, Amarillo Globe-Times, Lubbock Avalanche Journal, Evening Journal* (Lubbock). **Non-dailies:** FLORIDA: *Courier Journal* (Crescent City). GEORGIA: *Elberton Star, Hartwell Sun, News Leader* (Royston). SOUTH CAROLINA: *Hilton Head News*. TEXAS: *Quarter Horse News* (Fort Worth).
Multimedia Inc.	P.O. Box 1688 Greenville, S.C. 29602 (803) 298-4373	ALABAMA: *Advertiser* (Montgomery), *Alabama Journal* (Montgomery). ARKANSAS: *Baxter Bulletin* (Mountain Home). FLORIDA: *News Chief* (Winter Haven). GEORGIA: *Moultrie Observer*. NORTH CAROLINA: *Asheville Citizen, Asheville Times*. OHIO: *Gallipolis Daily Tribune, Daily Sentinel* (Pomeroy). SOUTH CAROLINA: *Greenville News, Greenville Piedmont*. TENNESSEE: *Leaf-Chronicle* (Clarksville). VIRGINIA: *Daily News Leader* (Staunton). WEST VIRGINIA: *Point Pleasant Register*. **Non-dailies:** ALABAMA: *Progress* (Prattville), *Review, Bonus* (Montgomery), *Gulf Coast Magazine*, a summer guide. ARKANSAS: *Twin Lakes Shopper* (Mountain Home). FLORIDA: *Auburndale Star, Orange Shopper, TV & Shopping Guide, Ad Express* (Winter Haven). GEORGIA: *Weekly Moultrie Observer*. NORTH CAROLINA: *Asheville Citizen, Asheville Times Neighbors-North, South, East, West, Smoky Mountain Neighbors, Extra Neighbors*. OHIO: *Tri-County News* (Gallipolis). SOUTH CAROLINA: *Poinsett Register* (Greenville), *The Paper* (Spartanburg). TENNESSEE: *Ashland City Times, Clarksville Money Saver, Dickson Herald, Humphreys County Money-Saver, Nashville Record, News-Examiner* (Gallatin), *Stewart-Houston Times* (Dover-Erin), *Music City News* (Nashville), *Star News* (Hendersonville), *Rural Examiner* (Gallatin), *Shopper's Fair* (Dickson), *Cheatham County Money-Saver*. VIRGINIA: *Spotlight* (Staunton).
News Corp. Ltd.	News America Publishing 10 E. 53rd Street New York, N.Y. 10022 (212) 527-2300	MASSACHUSETTS: *Boston Herald*. TEXAS: *San Antonio Express-News*.
New York Times Co.	229 West 43rd Street New York, N.Y. 10036 (212) 556-1234	ALABAMA: *TimesDaily* (Florence), *Gadsden Times, Tuscaloosa News*. CALIFORNIA: *Press Democrat* (Santa Rosa), *Santa Barbara News-Press*. FLORIDA: *Gainesville Sun, Lake City Reporter, Ledger* (Lakeland), *Daily Commercial* (Leesburg), *Ocala Star-Banner, Palatka Daily News, Sarasota Herald-Tribune*. GEORGIA: *Gwinnett Daily News*. KENTUCKY: *Daily News* (Middlesboro), *Harlan Daily Enterprise,Messenger* (Mediatonville). LOUISIANA: *Daily Comet* (Thibodaux), *Daily World* (Opelousas), *Houma Daily Courier*. MISSISSIPPI: *Daily Corinthian* (Corinth). NEW YORK: *New York Times*. NORTH CAROLINA: *Dispatch* (Lexington), *Lenoir News-Topic, Times-News* (Hendersonville), *Wilmington Morning Star*. SOUTH CAROLINA: *Spartanburg Herald-Journal*. TENNESSEE: *State Gazette* (Dyersburg). **Non-dailies:** FLORIDA: *Avon Park Sun, Marco Island Eagle, News-Leader* (Fernandina Beach), *Sebring News*. GEORGIA: *Forsyth County News, Winder News*. MAINE: *York County Coast Star* (Kennebunk). MISSISSIPPI: *Banner-Independent* (Booneville). TENNESSEE: *Claiborne Progress* (New Tazewell).
Oklahoma Publishing Co.	P.O. Box 25125 Oklahoma City, Okla. 73125 (405) 232-3311	OKLAHOMA: *Daily Oklahoman*.
Park Communications	Terrace Hill, Tower Building Ithaca, N.Y. 14850 (607) 273-9020	ARKANSAS: *Courier News* (Blytheville), *Daily World* (Helena). FLORIDA: *Daily Sun Journal* (Brooksville). GEORGIA: *Daily Sun* (Warner Robins), *Calhoun News-Dispatch*. IDAHO: *South Idaho Press* (Burley). ILLINOIS: *Macomb Journal*. INDIANA: *Evening News* (Jeffersonville), *Pilot-News* (Plymouth). IOWA: *Evening Sentinel* (Shenandoah). MICHIGAN: *Coldwater Daily Reporter*. MINNESOTA: *Pioneer* (Bemidji). NEBRASKA: *Nebraska City News-Press*. NEW YORK: *Evening Sun* (Norwich), *Journal* (Ogdensburg), *Journal-Register* (Medina), *Register-Star* (Hudson), *Union-Sun & Journal* (Lockport). NORTH CAROLINA: *Citizen News-Record* (Aberdeen), *Concord Tribune* (Concord), *Daily Independent* (Kannapolis), *McDowell News* (Marion), *News Observer-News Enterprise* (Newton), *Robesonian* (Lumberton), *Sampson Independent* (Clinton), *Statesville Record & Landmark* (Statesville). NORTH DAKOTA: *Devils Lake Daily Journal*. OKLAHOMA: *Daily Ledger* (Broken Arrow), *News-Capital & Democrat* (McAlester), *Sapulpa Daily Herald*. PENNSYLVANIA: *Milton Standard, Lewisburg Daily Journal, Wayne Independent* (Honesdale). VIRGINIA: *Journal Messenger* (Manassas), *News-Virginian* (Weyneboro). **Non-dailies:** ARKANSAS: *Osceola Times, Mail Call* (Blytheville), *Miseo Shopper Guide* (Osceola), *Twin City Tribune/Advertiser* (Helena/West Helena). FLORIDA: *Wednesday Hernando Free Press, Sunday Hernando Free Press* (Brooksville). GEORGIA: *Houston County News* (Warner Robins), Houston Home Journal (Perry), *Shoppers Extra* (Perry), *Consumer Guide* (Calhoun). IDAHO: *Wood River Journal* (Hailey), *Reminder* (Burley). ILLINOIS: *Business News* (Macomb). INDIANA: *Bremen Enquirer, Clark County Journal* (Jeffersonville), *Bourbon News-Mirror, Happenee Advance News, Farm & Home News* (Happenee). IOWA: *Essex Independent, Weekly Times* (Shenandoah). KENTUCKY: *Menifee County News, Grayson Journal Enquirer, Grayson County News-Gazette* (Leitchfield), *Greenup News, Logan Leader* (Russellville), *Morehead News, News-Democrat* (Russellville), *Olive Hill Times, Shopping News* (Morehead), *Sentinel Echo* (London). MICHIGAN: *Reporter* (Coldwater). MINNESOTA: *Advertiser* (Bemidji). NEBRASKA: *Tri-State Weekly* (Nebraska City). NEW YORK: *Albion Advertiser, Chatham Courier, Massena Observer, Potsdam Courier Freeman, St. Lawrence Plaindealer, Rural News* (Canton), *Tri-County News* (Lockport), *TV Signals* (Medina), *Pennysaver* (Medina), *Chenango Shopper* (Norwich). NORTH CAROLINA: *Mecklenburg Gazette* (Davidson), *Bladen Journal* (Elizabethtown), *Valdes News, Mooresville Tribune, News Herald* (Ahoskie), *North Hampton News* (Jackson), *Gates County Index* (Gatesville), *Commonwealth* (Scotland Neck), *Enfield Progress, Sampson County Shopping Guild & TV Schedule, Cabarrus Observer* (Kannapolis), *Cabarrus Observer* (Concord), *Robesonian Weekly* (Lumberton), *McDowell Express* (Marion), *News Outlook Shopping Guide* (Aberdeen), *County News Enterprise-Maiden Times* (Newton), *Burke County Observer* (Morganton), *Landmark Observer* (Statesville), *Shoppers Guide* (Mooresville), *Murfreesboro Advantage, Southeast Halifax Advantage* (Scotland Neck), *Southwest Halifax Advantage* (Enfield). NORTH DAKOTA: *County Peddler* (Devils Lake). OKLAHOMA: *Bixby Bulletin, Broken Arrow Weekly Ledger, Janks Journal, Hartshorne Sun, Herald Extra* (Sapulpa), *Mannford Eagle, Sand Springs Leader, Southeastern Oklahoma Shopping News* (McAlester), *Sand Springs Extra*. PENNSYLVANIA: *Wayne Weekly* (Honesdale). VIRGINIA: *Suburban Virginia Times* (Manassas). *Smart Shopper* (Weyneboro).
Providence Journal Co.	75 Fountain Street Providence, R.I. 02902 (401) 277-7000	*Providence Journal & Evening Bulletin, Sunday Journal*.
Pulitzer Publishing Co.	900 N. Tucker Blvd. St. Louis, Mo. 63101 (314) 622-7000	ARIZONA: *Arizona Daily Star* (Tucson). ILLINOIS: *Southtown Economist* (Chicago), *Daily Calumet* (Chicago). MISSOURI: *St. Louis Post-Dispatch*. **Non-dailies:** ILLINOIS: Pulitzer Community Newspapers: *Frankfort-Mokena-New Lenox Weekly Southtown Economist, News-Marketer Shopping Guides, Calumet Day, Southtown Shopper*. Pulitzer-Lerner Newspapers: *Lincoln-Belmont Booster, North Center-Irving Park Booster, Skyline, Uptown News, Ravenswood/Lincolnite, Ravenswood News, Albany Park News, Northtown News, Rogers Park/Edgewater News, Sunday Star, Harlem/Irving Times, Harlem/Foster Times, Schiller Park Times, Jefferson/Mayfair Times, Portage Park Times, Logan Square Times, Franklin Park Times, River Grove Time, Elmwood Park Times, Northwest Times, Skokie Life, Lincolnwood Life, Morton Grove Life, Niles Life, Voice of Roselle/Medinah, Voice of Bloomingdale, Voice of Hanover Park, Suburban Voice, Voice of Elk Grove Village, Voice of Bensenville/Wood Dale, Voic of Itasca, DuPage County Voice, Voice of Schaumburg, Voice of Hoffman Estates, Voice of Hanover-NorthMarket Journal, Classified Ad Week*.

NEWSPAPER PROPERTIES (continued)

Company	Headquarters	Media holdings
Scripps Howard	1100 Central Trust Tower Cincinnati, Ohio 45202 (513) 977-3000	ALABAMA: *Birmingham Post-Herald*. CALIFORNIA: *Redding Record-Searchlight, San Luis Obispo Telegram-Tribune, Thousand Oaks News-Chronicle, Tulare Advance-Register, Ventura County Star Free-Press, Watsonville Register-Pajaronian*. COLORADO: *Rocky Mountain News* (Denver). FLORIDA: *Naples Daily News, Stuart News, Sun-Tattler* (Hollywood). INDIANA: *Evansville Courier*. KENTUCKY: *Kentucky Post* (Covington). NEW MEXICO: *Albuquerque Tribune*. OHIO: *Cincinnati Post*. PENNSYLVANIA: *Pittsburgh Press*. PUERTO RICO: *San Juan Star*. TENNESSEE: *Commercial Appeal* (Memphis), *Knoxville News-Sentinel*. TEXAS: *El Paso Herald-Post*. WASHINGTON: *Bremerton Sun*. **Non-dailies:** CALIFORNIA: *Cambrian* (Cambria), *Central Coast Sun-Bulletin* (Morro Bay), *Scott Valley Banner, Valley Press* (Felton). FLORIDA: *Jensen Beach Mirror, Port St. Lucie Mirror, Stuart Mirror, Palm City Mirror, Port Salerno-Hobe Sound Mirror, Bonita Springs Banner, Star Shopping Guide* (Collier County), *Courier Journal* (Jupiter), *Destin Log*.
Seattle Times Co.	Fairview Ave. N. & John Seattle, Wash. 98111 (206) 464-2111	WASHINGTON: *Seattle Times, Walla Walla Union-Bulletin*.
Thomson Newspapers Ltd.	65 Queen Street West Toronto, Ontario M5H 2M8 (416) 864-1710	ALABAMA: *Dothan Eagle, Enterprise Ledger, Opelika-Auburn News*. ARKANSAS: *Northwest Arkansas Times* (Fayetteville). CALIFORNIA: *Barstow Desert Dispatch, Eureka Times-Standard, Oxnard Press-Courier, San Gabriel Valley Tribune* (West Covina), *Siskiyou Daily News* (Yreka), *Whittier Daily News*. CONNECTICUT: *Ansonia Evening Sentinel*. FLORIDA: *Clay Today* (Orange Park), *Jackson County Floridian* (Marianna), *Charlotte Herald-News* (Punta Gorda), *Key West Citizen*. GEORGIA: *Americus Times-Recorder, Cordele Dispatch, Dalton Daily Citizen-News, Griffin Daily News, Thomasville Times-Enterprise, Tifton Gazette, Valdosta Daily Times*. ILLINOIS: *Jacksonville Journal Courier, Mount Vernon Register-News, Sterling-Rock Falls Daily Gazette*. INDIANA: *Kokomo Tribune, New Albany Tribune, Vidette-Messenger* (Valparaiso). IOWA: *Council Bluffs Nonpariel, Oelwein Daily Register*. KANSAS: *Atchison Daily Globe, Leavenworth Times*. KENTUCKY: *Corbin Times-Tribune, Richmond Register*. LOUISIANA: *Lafayette Daily Advertiser*. MARYLAND: *Salisbury Daily Times, Cumberland News/Evening Times*. MASSACHUSETTS: *Fitchburg Daily Sentinel & Enterprise, Taunton Daily Gazette*. MICHIGAN: *Benton Harbor Herald-Palladium, Adrian Daily Telegram, Escanaba Daily Press, Houghton Daily Mining Gazette, Iron Mountain Daily News, Marquette Mining Journal*. MINNESOTA: *Albert Lea Evening Tribune, Austin Daily Herald, Daily Journal* (Fergus Falls), *Worthington Daily Globe*. MISSISSIPPI: *Laurel Leader-Call*. MISSOURI: *Carthage Press, Sedalia Democrat, Sikeston Daily Standard, Mexico Ledger*. NEW HAMPSHIRE: *Portsmouth Herald*. NEW YORK: *Herkimer Evening Telegram, Newburgh Evening News, Oswego Palladium-Times*. NORTH CAROLINA: *Daily Advance* (Elizabeth City), *Rocky Mount Evening Telegram, Shelby Star, Enquirer-Journal* (Monroe). NORTH DAKOTA: *Dickinson Press*. OHIO: *Canton Repository, Coshocton Tribune, East Liverpool Evening Review, Greenville Daily Advocate, Lancaster Eagle-Gazette, Marion Star, Middletown Journal, Newark Advocate, Piqua Daily Call, Portsmouth Times, Salem News, Steubenville Herald-Star, Xenia Daily Gazette, Zanesville Times Recorder, Star-Beacon* (Ashtabula), *News-Herald* (Conneaut), *Geauga Times Leader*. OKLAHOMA: *Ada Evening News, Enid Morning News/Daily Eagle*. PENNSYLVANIA: *Altoona Mirror, Connellsville Daily Courier, Easton Express, Greenville Record-Argus, Hanover Evening Sun, Kittanning Leader-Times, Lock Haven Express, Meadville Tribune, Monessen Valley Independent, News Item* (Shamokin-Mount Carmel), *Lebanon Daily News, New Castle News*. SOUTH CAROLINA: *Florence Morning News*. SOUTH DAKOTA: *Mitchell Daily Republic*. TEXAS: *Big Spring, Del Rio News-Herald, Huntsville Item, Marshall News Messenger*. UTAH: *St. George Daily Spectrum*. VIRGINIA: *Petersburg Progress-Index*. WEST VIRGINIA: *Fairmont Times-West Virginian, Weirton Daily Times, Charleston Daily Mail, Beckley Register-Herald, Bluefield Daily Telegraph*. WISCONSIN: *Fond du Lac Reporter, Manitowoc Herald-Times Reporter, Appleton Post-Crescent, Waukesha Freeman, Wisconsin Rapids Daily Tribune*. **Non-dailies:** FLORIDA: *Englewood Herald*. ILLINOIS: *McLeansboro Times-Leader*. OHIO: *Franklin Chronicle*. WEST VIRGINIA: *Princeton Times, Fayette Times, Meadow River Post, Montgomery County Herald*. WISCONSIN: *West Bend News*.
Times Journal Co.	6883 Commercial Drive Springfield, Va. 22159 (703) 750-2000	MARYLAND: *Montgomery Journal, Prince Georges Journal*. VIRGINIA: *Alexandria Journal, Arlington Journal, Fairfax Journal*. **Non-dailies:** NATIONAL: *Air Force Times, Army Times, Defense News, Federal Times, Military Market, Navy Times*. CALIFORNIA: *Coast Dispatch, Carlsbad Journal, Del Mar Surfcomber, Rancho Santa Fe Times*. VIRGINIA: *Journal Life*.
Times Mirror Co.	Times Mirror Square Los Angeles, Calif. 90053 (213) 237-3700	CALIFORNIA: *Los Angeles Times*. CONNECTICUT: *Greenwich Time, Hartford Courant, Stamford Advocate*. MARYLAND: *Baltimore Sun & Evening Sun, Sunday Sun*, (Baltimore). PENNSYLVANIA: *Morning Call*, (Allentown). NEW YORK: *Newsday, New York Newsday*.
Times Publishing Co.	490 First Ave. South St. Petersburg, Fla. 33701 (813) 893-8111	*St. Petersburg Times*.
Triangle Publications	4 Radnor Corporate Center Radnor, Pa. 19088 (215) 293-8500	*Daily Racing Form*.
Tribune Co.	435 N. Michigan Ave. Chicago, IL 60611 (312) 222-3232	CALIFORNIA: *Times-Advocate* (Escondido), *Peninsula Times Tribune* (Palo Alto). FLORIDA: *Fort Lauderdale News & Sun-Sentinel, Orlando Sentinel*. ILLINOIS: *Chicago Tribune*. NEW YORK: *Daily News* (New York). VIRGINIA: *Daily Press, Times Herald, Newport News*. **Non-dailies:** Tribune Community Publications.
Washington Post Co.	1150 15th Street N.W. Washington, D.C. 20071 (202) 334-6000	DISTRICT OF COLUMBIA: *Washington Post*. WASHINGTON STATE: *Herald* (Everett). **Non-dailies:** DISTRICT OF COLUMBIA: *Washington Post National Weekly*.

MAGAZINE PROPERTIES

Company	Headquarters	Media holdings
Advance Publications	Conde Nast Publications 350 Madison Ave. New York, N.Y. 10017 (212) 880-8800	Conde Nast Publications: *Bride's, Conde Nast's Traveler, Glamour, Gourmet, Gentlemen's Quarterly, H&G, Mademoiselle, Self, Vanity Fair, Vogue*. Other: *Details, New Yorker, Parade*.
Affiliated Publications	135 Morrissey Blvd. Boston, Mass. 02107-2378 (617) 929-3300	Billboard Publications—*Billboard* and Billboard Information Network, *Music & Media, Backstage, Interiors, Photo Business, Amusement Business, Musician, American Artist, Plants, Sites & Parks, Photo/Design*; Hollywood Reporter; Directories—*Amusement Business Directory, Amusement Rides & Games Buyers Guide, Audio/Video Tape Source Book, Cavalcade of Arts and Attractions, Country Music Source Book, Directory of North American Fairs, Facility Supplies Source Book, Funparks Directory, International Recording Studio & Equipment Directory, International Talent & Touring Directory, Trade Show & Convention Guide, World Radio TV Handbook*.
Cahners Publishing Co.	275 Washington St Newton, Mass. 02158 (617) 964-3030	*American Baby, American Baby/The First Year of Life, American Journal of Cardiology, American Journal of Medicine, American Journal of Surgery, Building Design & construction, Building Supply Home Centers, Childbirth '87, Childbirth Educator, CPI Purchasing, consulting/Specifying Engineer, Construction Equipment Contractor, Control Engineering, Corporate Design, Cutle, Datamation, Design News, EDN, EDN News, Electronic Business, Electronic Packaging & Production, Electronics Purchasing, Emergency Medicine, Foodservice Equipment & Supplies Specialist, Graphic Arts Monthly, Highway & Heavy Construction, Hotels & Restaurants Int'l., Industrial Distribution, Interior Design, Library Journal, Mini-Micro Systems, Modern Bride, Modern Materials Handling, Packaging, Physicians Travel & Meeting Guide, Plant Engineering, Plastics World, Professional Builder, Publishers Weekly, Purchasing, Research & Development, Restaurants & Institutions, School Library Journal, Security, Security Distributing & Marketing Semiconductor International, Test & Measurement World, Traffic Management, U.S. Industrial Directory, VA Practitioner, Variety*.
Capital Cities/ABC	24 E. 51st Street New York, N.Y. 10022 (212) 421-9595	*McCall's Needlework & Crafts, Modern Photography, High Fidelity, Schwann Record & Tape Guide, Country Style, Video & Sound, Schwann CD, Musical America, Los Angeles Magazine, COMPUTE!, COMPUTE! PC, COMPUTE!'s Gazette, COMPUTE!'s Atari ST Disk & Magazine*. Chilton Co.: *Automotive Industries, Automotive Marketing, Commercial Carrier Journal, Distribution, Electronic Component News, Food Engineering, Food Engineering International, Food Engineering Master* (annual prefiled catalog), *Industrial Maintenance and Plant Operation (IMPO), Industrial Safety & Hygiene News, IAN, I&CS, Jewelers' Circular-Keystone, Motor/Age, Owner Operator, Product Design & Development, Review of Optometry*. Hitchcock Publishing: *Assembly Engineering, Industrial Finishing, Infosystems, Machine and Tool Blue Book, Manufactur- ing Systems, Office Products Dealer, Quality, MITE*. ABC Agricultural Publications: *Prairie Farmer* (Illinois), *Ohio Prairie Farmer, Michigan Prairie Farmer, Indiana Prairie Farmer, Wallace's Farmer* (Iowa, N.D., S.D., Neb., Mo., Minn., Kan.), *Wisconsin Agriculturist, Dairy Herd Management, Farm Store Merchandising, Feedstuff, Garden Supply Retailer, Hog Farm Management, Tack 'n Togs*. Fairchild Publications: *Woman's Wear Daily, Daily News Record, American Metal Market, HFD-Retailing Home Furnishings, Energy User News, Footwear News, Supermarket News, Electronic News, MIS Week, Multichannel News, W, SportStyle, Entree, Children's Business, M, Metal Center News, Home Fashions Textiles, Heat Treating, Travel Agent*. Fairchild International Medical News Group: *Family Practice News, Internal Medicine News, Ob. Gyn. News, Pediatric News, Clinical Psychiatry News, Skin & Allergy News*. Fairchild Professional Press Group: *Optical Index, International Eyecare*. Institutional Investor: *II Domestic Edition, II International Edition*. Philatelic Publications: *Stamp Collector, Stamp Wholesaler*.
Cowles Media Co.	329 Portland Ave. Minneapolis, Minn. 55415 (612) 375-7000	*Civil War Times, American History Illustrated, Country Journal, Fly Fisherman, British Heritage, Early American Life, Opus, Bowhunter, Folio, Catalog Age, Inside Print*.
Cox Enterprises	1400 Lake Hearn Drive Atlanta, Ga. 30319 (404) 843-5000	*Palm Beach Life*.
Dispatch Printing Co.	University Club 40 S. 3rd Street Columbus, Ohio 43216 (614) 461-5000	*Ohio*.
Dow Jones & Co.	World Financial Center 200 Liberty St. New York, N.Y. 10281 (212) 416-2000	*American Demographics, Asian Wall Street Journal Weekly, Barron's, National Business Employment Weekly*.
Edgell Communications	7500 Old Oak Blvd. Cleveland, Ohio 44130 (216) 243-8100	COMMUNICATIONS: *Communications News, Telco Technician, Telephone Engineer & Management, Telephone Engineer & Management Directory, Telephone Engineer & Management Fast Action Postcards*. EDUCATION: *Instructor, Instructor Action Cards, Instructor Books, Instructor Computer Director for Schools, Instructor Education Service, ECE Teacher*. ENERGY: *Brown's Directory of North American and International Gas Companies, Drilling, LP/Gas, Petroleum Engineer International, Pipeline & Gas Journal, SGA Directory*.HEALTHCARE: *Dental Management, Dermatology Times, DVM, The Newsmagazine of Veterinary Medicine, Geriatrics, Hearing Instruments, Hearing Instruments Convention News, Hospital Formulary, Modern Medicine, Neurology, Ophthalmology Times, Physician's Management, Urology Times*. MANUFACTURING, DISTRIBUTING & SERVICE: *American Automatic Merchandiser, American Automatic Merchandiser Bluebook, American Salon, American Salon Postcard Deck, Green Book, BBSI Convention Preview, International Beauty Show Programs, Automatic ID News, Automatic ID Action Cards and Directory, Concrete Producers News, Exteriors, Lawn Care Industry, Pest Control, Pest Control Show Daily, Landscape Management, RSI (Roofing, Siding, Insulation), RSI Handbook of Commercial Roofing Systems, RSI Extra*. MERCHANDISING: *Aftermarket Business, Buyer's Guide, APAA Show Daily, Big "T" Show Daily, Body Fashions/Intimate Apparel, Body Fashions/Intimate Apparel Directory, Market Maker, Flooring, Flooring Market Shopper, CDTA Extra, Hosiery & Underwear, Housewares, Housewares Show Stopper, Pets Supplies Marketing, Your Companion Animal, Pet Talk*. PAPER: *Official Container Directory, Official Board Markets, Paperboard Packaging, Paper Sales, Paper Sales Convention News, Paper Year Book*. PLASTICS: *Advance Composites, Plastics Compounding, Plastics Compounding Redbook, Plastics Design Forum, Plastics Machinery & Equipment, Plastics Machinery & Equipment Postcards, Plastics Packaging*. PROCESSING & PACKAGING: *Beverage Industry, Beverage Industry Annual Manual, Beverage Industry Show Daily, Candy Industry, Candy Marketer, Drug & Cosmetic Industry Catalog, Cosmetic Insiders' Report, Food & Drug Packaging, Food & Drug Packaging Postcards, Meat Processing, Meat Processing Target Action Postcards, Snack Food*. RECREATION AND LEISURE: *Bicycle Dealer Showcase, Motorcycle Business USA, Dealernews, Dealernews Buyers Guide, Spa & Sauna, Spa & Sauna Buyers Guide, Video Store*. SCHOOL: *Instructor, Instructor Action Deck Cards, Instructor Fast Pak, Instructor Special Issues, EC Teacher, Instructor Books*. TRAVEL & LODGING: *Corporate Meetings & Incentives, Corporate Meetings & Incentives Action Cards, Directory of Incentive Travel International, Hotel & Motel Management, Hotel & Motel Management Quick Order Product Postcards, Hotel & Motel Management Show Daily, Directory of Hotel/Motel Management Companies, Food Management, Restaurant Management, Equipment Show Daily, Restaurant Show Daily*.
Forbes Inc.	60 Fifth Ave. New York, N.Y. 10011 (212) 620-2478	*American Heritage, American Heritage of Invention & Technology, Forbes*.
General Media International	1965 Broadway New York, N.Y. 10023 (212) 496-6100	*Forum, "Girls of Penthouse," Four Wheeler, Hot Talk, Longevity, Omni, Penthouse, Penthouse Letters, Saturday Review, Spin, Variations*.

MAGAZINE PROPERTIES (continued)

Company	Headquarters	Media holdings
Hachette Group	12, Rue Francois 75008 Paris, France (331) 43 59 79 59	Diamandis Communications—*Woman's Day, Car & Driver, Road & Track, Popular Photography, American Photographer, Stereo Review, Audio, Cycle, Cycle World, Boating, Flying, Memories;* Hachette Publications—*Elle, Premiere (50% interest).*
Hearst Corp.	959 Eighth Ave. New York, N.Y. 10019 (212) 262-5700	*American Druggist, Colonial Homes, Connoisseur, Cosmopolitan, Country Living, Diversions, Electronic Products, Esquire, Good Housekeeping, Harper's Bazaar, House Beautiful, Motor Boating & Sailing, Motor Magazine, Popular Mechanics, Redbook, Sports Afield, Town & Country, Victoria.*
International Data Group	5 Speen St. Framingham, Mass. 01701-9192 (508) 875-5000	CW Publishing-*Computerworld, Computerworld Focus;* Network World Publishing-*Network World;* InfoWorld Publishing-*InfoWorld;* PCW Communications-*Macworld, PC World, Macintosh Today, Publish!;* IDG/CI Peterborough—*AmigaWorld, inCider, Run, CD-ROM Review, PC Resource, Portable Computer Review;* Digital News Publishing-*Digital News;* FCW Publishing-*Federal Computer Week;* Computer Currents-*Computer Currents, Computer Review;* CIO Publishing-*CIO Magazine;* International Data Corp.—special supplements, single sponsor/private label publications, & *Executive Reports.*
Landmark Communications	150 W. Brambleton Ave. Norfolk, Va. 23501 (804) 446-2000	*Antiques & Collectibles* (El Cajon, Calif.); *Apartments of Greater Baltimore* (Westminster, Md.). *Florida Nursing News* (Ft. Lauderdale), *Folio Weekly* (Jacksonville, Fla.); *Gambit* (New Orleans); *Homes of York-Adams County* (Westminster, Md.); *Port Folio* (Virginia Beach, Va.); *Senior World* (El Cajon, San Diego, Orange County, Central Coast, Los Angeles, Calif.); *Triad Style* (Greeneboro, N.C.); *Style Weekly* (Richmond, Va).
LIN Broadcasting	1370 Ave. of the Americas New York, N.Y. 10019 (212) 765-1902	*Guestinformant* (distributed in hotel rooms).
Maclean Hunter Ltd.	Maclean Hunter Bldg. 777 Bay Street Toronto, Ontario M5W 1A7 (416) 596-5000	*Airport Services Management, American Printer, Blue Book of Used Truck Evaluations, Boxboard Containers, Coal, Concrete Products, Dog World, EP&P, Engineering & Mining Journal, Frozen Food Age, Graphic Arts Product News, High Performance Manager, Hospital Practice, Kennel Doctor, Mobile/Manufactured Home Blue Book, Motorcycle Red Book, National Boat Book, National Farm Tractor & Implement Blue Book, National Mail Monitor, Older Car Red Book, Pacific Fishing, Paper, Film & Foil Converter, Potentials in Marketing, Potentials Mart, Progressive Grocer, Progressive Grocer Executive Report, Recreation, Sports & Leisure, Recreational Vehicle Blue Book, Red Book of Official User Car Valuations, Rock Products, Training, Van Conversion Blue Book.*
McGraw-Hill	1221 Avenue of the Americas New York, N.Y. 10020 (212) 512-2000	*A/C Flyer, American Machinist & Automated Manufacturing, Architectural Record, Aviation Week & Space Technology, Business & Commercial Aviation, Business Week, Business Week International, Business Week's Careers, BYTE, Chemical Engineering, Chemical Week, Coal Age, CPI Equipment Reporter, Data Communications, Electrical Construction & Maintenance, Electrical Wholesaling, Electrical World, Electronics, Engineering & Mining Journal, Engineering News-Record, Fleet Owner, Graduating Engineer, Industrial Chemist, International Management, Modern Plastics, Modern Plastics International, The Physician & SportsMedicine, Postgraduate Medicine, Power, Textile World, 33 Metal Producing.* Newsletters: *Airports, Aerospace Daily, Aviation Daily, Avoided Cost Quarterly, Clean-Coal/Synfuels Letter, Coal Statistics International, Coal Week-Coal Week International Combination, Cogeneration Report, Electric Utility Week, Electrical Marketing, Electronic Chemicals News, From DRI Health Care Costs, Green Markets, Hazardous Wastes Newsletter, Health Business, Health Legislation & Regulation, ICW Africa Construction Business Report, ICW Asia Construction Business Report, ICW Latin America Construction Report, ICW Mideast Construction Report, Industrial Energy Bulletin, Inside Energy/ With Federal Lands, Inside F.E.R.C., Inside F.E.R.C.'s Gas Market Report, Inside N.R.C., International Construction Week, International Petrochemical Report, Legal Briefs for the Construction Industry, Long Term Care Management, McGraw-Hill's Biotechnology Newswatch, McGraw-Hill's Biotechnology Patentwatch, Medicine and Health-Washington Health Record Combination, Metals Week, NuclearFuel, Nucleonics Week, Nuclear Index Platt's Export/Import Report, Platt's Oilgram News, Platt's Oil Price Handbook, Platt's Oilgram Price Report, Platt's Week, Regional Aviation Weekly, Report on Proformance Materials, Securities Week, Techpek, Utility Cost Forecaster, Waste-To-Energy Report, Weekly of Business Aviation, World Nuclear Performance.*
Media General	333 E. Grace Street Richmond, Va. 23219 (804) 649-6000	*Consultant, Journal of Respiratory Diseases, Journal of Musculoskeletal Medicine, Journal of Critical Illness, Tidewater Virginian, Virginia Business.*
Meredith Corp.	Locust at 17th Des Moines, Iowa 50336 (515) 284-3000	*Better Homes & Gardens* (including 18 special interest publications), *Country Home, Metropolitan Home, Midwest Living, Ladies' Home Journal, SAIL, Successful Farming, WOOD.*
National Enquirer	600 S.E. Coast Ave. Lantana, Fla. 33464 (305) 586-1111	*National Enquirer, Weekly World News.*
National Geographic Society	17th & M Streets N.W. Washington, D.C. 20036 (202) 857-7000	*National Geographic,* "Naticnal Geographic Research," *National Geographic Traveler,* "National Geographic World."
News Corp. Ltd.	News America Publishing 10 E. 53rd Street New York, N.Y. 10022 (212) 527-2300	*Automobile, Elle, European Travel & Life, In Fashion, Meetings & Conventions, New Woman, New York, Premiere, Sportswear International, Star, Travel Weekly.*
New York Times Co.	229 West 43rd Street New York, N.Y. 10036 (212) 556-1234	*Child, Cruising World, Decorating Remodeling, Family Circle, Family Circle Great Ideas, Golf Digest, Golf Shop Operations, Snow Country, Southern Travel, Tennis, Tennis Buyer's Guide.*
Petersen Publishing Co.	8490 Sunset Blvd. Los Angeles, Calif. 90069 (213) 854-2222	*Car Craft, Cartoons, Chevrolet High-Performance, Dirt Rider, Drag Racing, Guns & Ammo, Hot Rod, International Combat Arms, Kit Car, Motor Trend, Motorcyclist, Musclecar Classics, Mustang, Petersen's Circle Track, Petersen's Fishing, Petersen's 4-Wheel & Off-Road, Petersen's Handguns, Petersen's Hunting, Petersen's Photo-Graphic, SkinDiver, Sport Truck, Super/Moto Cross, 'Teen.* Also one-shot special interest publications.
Playboy Enterprises	919 North Michigan Ave. Chicago, Ill. 60611 (312) 751-8000	*Playboy.*
Quad/Graphics	DuPlainville Rd. Pewaukee, Wis. 53072 (414) 246-9200	*Milwaukee Magazine.*
Reader's Digest	Pleasantville, N.Y.10570 (914) 238-1000	*Reader's Digest, Travel Holiday, Family Handyman, 50 Plus.*
Time Inc.	Rockefeller Center New York, N.Y. 10020 (212) 586-1212	*Asiaweek* (64% ownership), *Cooking Light, Creative Ideas for Living, Fortune, Life, Money, People, Progressive Farmer, Southern Accents, Southern Living, Sports Illustrated, Time.*
Times Mirror Co.	Times Mirror Square Los Angeles, Calif. 90053 (213) 237-3700	*Broadcasting, Field & Stream, Golf, Government Executive, Home Mechanix, National Journal, Outdoor Life, Popular Science, Ski, Ski Business, Skiing, Sporting Goods Dealer, Sporting News, Sportsinc., Yachting.*
Times Publishing Co.	490 First Ave. South St. Petersburg, Fla. 33701 (813) 893-8111	*Florida Trend; Georgia Trend; Arizona Trend, Congressional Quarterly, Governing.*
Triangle Publications	4 Radnor Corporate Center Radnor, Pa. 19088 (215) 293-8500	*Good Food, Seventeen, TV Guide.*
U.S. News & World Report	2400 N Street N.W. Washington, D.C. 20037 (202) 955-2000	*Atlantic, U.S. News & World Report, U.S. News Washington Business Report.*
Warner Communications	75 Rockefeller Plaza New York, N.Y. 10019 (212) 484-8000	*DC Comics, Mad, Mad Specials.*
Washington Post Co.	1150 15th Street N.W. Washington, D.C. 20071 (202) 334-6000	*Newsweek, Newsweek International, Newsweek Japan, Travel & Leisure/Asia.*
Working Women-McCall's Group	230 Park Ave. New York, N.Y. 10169 (212) 551-9500	*America Entertains, Babyl, McCall's, Working Mother, Working Mother Million Edition, Working Woman.*
Ziff Communications	One Park Ave. New York, N.Y. 10016 (212) 503-3500	*A+, Computer Shopper, Data Sources, Digital Review, Government Computer News, Macuser, Macweek, PC, PC Computing, PC Week, PC Tech Journal, Unique Homes.*

BROADCAST PROPERTIES

Company	Headquarters	Media holdings
A.H. Belo Corp.	Communications Center Dallas, Texas 75265 (214) 977-8730	**TV:** KHOU-TV, Houston; KOTV, Tulsa, Okla.; KXTV, Sacramento-Stockton, Calif.; WFAA-TV, Dallas-Fort Worth; WVEC-TV, Hampton-Norfolk, Va.
Blade Communications	541 Superior Street Toledo, Ohio 43660 (419) 245-6000	**TV:** KTRV, Nampa/Boise, Idaho; WLFI-TV, Lafayette, Ind.; WLIO, Lima, Ohio; WDRB-TV, Louisville, Ky.
Bonneville International	36 S. State St. Salt Lake City, Utah 84111 (801) 575-7500	**TV:** KSL-TV, Salt Lake City; KIRO-TV, Seattle. **RADIO:** KBIG (FM), Los Angeles; KIRO, KSEA (FM), Seattle; KMBZ, KMBR (FM), Kansas City, Mo.; KOIT (AM, FM), San Francisco; KSL, Salt Lake City; KAAM, KZPS (FM), Dallas; WCLR-FM, Skokie, Ill.; WNSR (FM), New York.
Capital Cities/ABC	24 E. 51st Street New York, N.Y. 10022 (212) 421-9595	**TV:** WABC-TV, New York; WLS-TV, Chicago; WPVI-TV, Philadelphia; WTVD, Raleigh-Durham, N.C.; KABC-TV, Los Angeles; KGO-TV, San Francisco; KTRK-TV, Houston; KFSN-TV, Fresno, Calif. **RADIO:** KABC, KLOS (FM), Los Angeles; KGRS (AM, FM) Minneapolis; KGO, San Francisco; WBAP, KSCS (FM), Dallas-Fort Worth; WABC, WWPR (FM), New York; WJR, WHYT (FM), Detroit; WKHX (AM, FM), Atlanta; WPRO (AM, FM), Providence, R.I.; WMAL, WRQX (FM), Washington; WLS, WYTZ (FM), Chicago; KFRXY (AM, FM), Denver.
CBS Inc.	51 W. 52nd St. New York, N.Y. 10019 (212) 975-4321	**TV:** KCBS-TV, Los Angeles; WBBM-TV, Chicago; WCBS-TV, New York; WCAU-TV, Philadelphia. **RADIO:** KNX (AM, FM), Los Angeles; KCBS, KRQR (FM), San Francisco; WBBM (AM, FM), Chicago; WODS (FM), Boston; KMOX, KHTR (FM), St. Louis; WCBS (AM, FM), New York; WCAU, WOGL (FM), Philadelphia; KTXQ (FM), Dallas-Fort Worth; KLTR (FM), Houston; WSUN, WYNF (FM), Tampa-St. Petersburg, Fla.; WLTT (FM), Washington.

BROADCAST PROPERTIES (continued)

Company	Headquarters	Media holdings
Cinn-Craft Industries	600 Madison Ave., 25th Floor New York, N.Y. 10022 (212) 421-0200	**TV:** KCOP, Los Angeles; KPTV, Portland, Ore.; KMSP-TV, Minneapolis/St. Paul; KTVX, Salt Lake City; KMOL-TV, San Antonio, Texas; KBHK-TV, San Francisco; KUTP, Phoenix, Ariz.
Chronicle Publishing Co.	Fifth & Mission Streets San Francisco, Calif. 94119 (415) 441-4444	**TV:** KLBY, Colby, Kan.; KAKE-TV, Wichita, Kan.; KRON-TV, San Francisco; WOWT, Omaha, Neb.
Cox Enterprises	1400 Lake Hearn Drive Atlanta, Ga. 30319 (404) 843-5000	**TV:** KDNL-TV, St. Louis; KTVU, Oakland-San Francisco; WHIO-TV, Dayton, Ohio; WFTV, Orlando, Fla.; WKBD-TV, Detroit; WPXI, Pittsburgh; WSB-TV, Atlanta; WSOC-TV, Charlotte, N.C. **RADIO:** KFI, KOST (FM), Los Angeles; WCKG (FM), Chicago; WHIO (AM, FM) Dayton, Ohio; WIOD, WGTR (FM), Miami; WSB (AM, FM), Atlanta; WSOC (AM, FM) Charlotte, N.C.; WWBA (FM), Tampa-St. Petersburg, Fla. (pending).
Dispatch Printing Co.	University Club 40 S. 3rd Street Columbus, Ohio 43216 (614) 461-5000	**TV:** WTHR, Indianapolis; WBNS-TV, Columbus, Ohio. **RADIO:** WBNS (AM, FM), Columbus, Ohio.
Donrey Media Group	920 Rogers Ave. Fort Smith, Ark. 72901 (501) 785-7810	**TV:** KOLO-TV, Reno, Nev. **RADIO:** KBRS, Springdale, Ark.
Freedom Newspapers	17666 Fitch, P.O. Box 19549 Irvine, Calif. 92714 (714) 553-9292	**TV:** KFDM-TV, Beaumont, Texas; KTVL, Medford, Ore.; WLNE, New Bedford, Mass./Providence, R.I.; WRGB, Schenectady, N.Y.; WTVC, Chattanooga, Tenn.
Gannett Co.	1100 Wilson Blvd. Arlington, Va. 22209 (703) 284-6000	**TV:** KPNX-TV, Phoenix, Ariz.; KUSA-TV, Denver; WUSA, Washington; WXIA-TV, Atlanta; WLVI-TV, Boston; KARE, Minneapolis-St. Paul; KOCO-TV, Oklahoma City; KVUE-TV, Austin, Texas; WFMY-TV, Greensboro, N.C.; WTLV, Jacksonville, Fla. **RADIO:** KIIS (AM, FM), Los Angeles; KSDO, KSWV (FM), San Diego; WDAE, WUSA (FM), Tampa-St. Petersburg, Fla.; WGCI (AM, FM), Chicago; KCMO, KCPW (FM), Kansas City, Mo.; KUSA, KSD (FM), St. Louis; KOAI (FM), Dallas; KKBQ (AM, FM), Houston; KNUA (FM), Seattle.
General Electric Co.	3135 Easton Turnpike Fairfield, Conn. 06431 (203) 373-2211	**TV:** NBC-TV Network, with 207 affiliates. NBC-owned stations: WNBC-TV, New York; KNBC-TV, Los Angeles; WMAQ-TV, Chicago; WKYC-TV, Cleveland; WRC-TV, Washington. GE-owned: KCNC-TV, Denver; WTVJ, Miami. **RADIO:** NBC Radio Network. NBC-owned stations: KNBR, KYUU (FM), San Francisco; WJIB (FM), Boston; WNBC, WYNY (FM), New York; WMAQ, WKQX (FM), Chicago; WKYS (FM), Washington.
Gillett Holdings	P.O. Box 4 Nashville, Tenn. 37202 (615) 749-2244	**TV:** WMAR-TV, Baltimore; WSMV, Nashville; WOKR, Rochester, N.Y.; KSBW, Salinas-Monterey, Calif.; KSBY-TV, San Luis-Obispo, Calif.; WAGA-TV, Atlanta; WSBK-TV, Boston; WJW-TV, Cleveland; WJBK-TV, Detroit; WITI-TV, Milwaukee; KCST-TV, San Diego. **RADIO:** KBIZ, KTVO (FM), Ottumwa, Iowa.
Great American Comm. Co.	One East Fourth St. Cincinnati, Ohio 45202 (513) 587-2177	**TV:** WBRC-TV, Birmingham, Ala.; WDAF-TV, Kansas City, Mo.; WKRC-TV, Cincinnati; KTSP-TV, Phoenix, Ariz.; WTSP-TV, Tampa-St. Petersburg, Fla. **RADIO:** WKLS (AM, FM), Atlanta; WKRC, WKRQ (FM), Cincinnati; WTVN, WLVQ (FM), Columbus, Ohio; WNDE, WFBQ (FM), Indianapolis; WDAF, KYYS (FM), Kansas City, Mo.; WDVE (FM), Pittsburgh; KEX, KKRZ (FM), Portland, Ore.; WLZR (AM, FM), Milwaukee.
Harte-Hanks Communications	Harte-Hanks Tower 7710 Jones Maltsberger San Antonio, Texas 78216 (512) 829-9000	**TV:** KENS-TV, San Antonio, Texas.
H&C Communications	3050 Post Oak Blvd., Ste. 1330 Houston, Texas 77056 (713) 993-2500	**TV:** KCCI-TV, Des Moines, Iowa; KPRC-TV, Houston; KSAT-TV, San Antonio, Texas; KVOA-TV, Tucson, Ariz.; WESH, Daytona Beach/Orlando, Fla.; WTVF, Nashville, Tenn. **RADIO:** KPRC, Houston.
Hearst Corp.	959 Eighth Ave. New York, N.Y. 10019 (212) 262-5700	**TV:** KMBC-TV, Kansas City, Mo.; WBAL-TV, Baltimore; WCVB-TV, Boston; WDTN, Dayton, Ohio; WISN-TV, Milwaukee; WTAE-TV, Pittsburgh. **RADIO:** WAPA, San Juan, P.R.; WBAL, WIYY (FM), Baltimore; WTAE, WHTX (FM), Pittsburgh; WISN, WLTQ (FM), Milwaukee.
Home Shopping Network	12000 25th Court North St. Petersburg, Fla. 33716 (813) 572-8585	**TV:** O&O Stations: WQHS, Cleveland; KHSC, Ontario, Calif.; WHSH, Marlborough, Mass.; WEHS, Aurora, Ill.; WHSE, New York; WHSI, Smithtown, N.Y.; WHSW, Baltimore; KHSH, Alvin, Texas; KHSX, Irving, Texas; WHSP, Philadelphia. Affiliated Stations: KWVT-TV, Portland/Salem, Ore.; KPST-TV, Vallejo, Calif.; WMOD, Melbourne, Fla.; KOOG-TV, Ogden, Utah; WTVE, Reading, Pa.; KMSG-TV, Sanger, Calif.
Howard Publications	P.O. Box 570 Oceanside, Calif. 92054 (619) 433-5771	**TV:** WIVB-TV, Buffalo, N.Y.
Hubbard Broadcasting	3415 University Ave. W. St. Paul, Minn. 55415 (612) 646-5555	**TV:** WTOG, St. Petersburg, Fla.; KSTP-TV, St. Paul, Minn.; KSAX-TV, Alexandria, Minn.; KRWF-TV, Redwood Falls, Minn.; KOB-TV, Albuquerque, N.M.; KOBF, Farmington, N.M.; KOBR-TV, Roswell, N.M.; WDIO-TV, Duluth, Minn.; WIRT-TV, Hibbing, Minn. **RADIO:** KSTP (AM, FM), St. Paul, Minn;
Journal Communications	333 W. State Street Milwaukee, Wis. 53203 (414) 224-2000	**TV:** KTNV-TV, Las Vegas, Nev.; WTMJ-TV, Milwaukee; WSYM, Lansing, Mich. **RADIO:** WTMJ (AM), WKTI (FM), Milwaukee; WSAU, WIFC (FM), Wausau, Wis.
Knight-Ridder	One Herald Plaza Miami, Fla. 33132-1693 (305) 376-3800	**TV:** WJRT-TV, Flint, Mich.; WKRN-TV, Nashville, Tenn.; WPRI-TV, Providence, R.I.; WTEN, Albany, N.Y.; WTKR-TV, Norfolk, Va; KOLD-TV, Tucson, Ariz.; KTVY, Oklahoma City; WALA-TV, Mobile, Ala.
Landmark Communications	150 W. Brambleton Ave. Norfolk, Va. 23501 (804) 446-2000	**TV:** KLAS-TV, Las Vegas, Nev.; KNTV, San Jose, Calif. **RADIO:** WTAR, WLTY (FM), Norfolk, Va.
Lee Enterprises	130 E. Second St. Davenport, Iowa 52801 (319) 383-2202	**TV:** KGGM-TV, Albuquerque, N.M. (42% ownership); KGMB, Honolulu; KHQA-TV, Hannibal, Mo.; KOIN-TV, Portland, Ore.; WSAZ-TV, Huntington-Charleston, W. Va.; KMTV, Omaha, Neb.; KGUN-TV, Tucson, Ariz.
Lin Broadcasting	1370 Ave. of the Americas New York, N.Y. 10019 (212) 765-1902	**TV:** WAND, Decatur-Champaign-Springfield-Danville, Ill.; KXAN-TV, Austin, Texas; KXAS-TV, Dallas-Fort Worth; WAVY-TV, Hampton Roads, Va.; WOTV, Grand Rapids-Kalamazoo-Battle Creek, Mich.; WISH-TV, Indianapolis; WANE-TV, Fort Wayne, Ind.
Macromedia Inc.	150 River Street Hackensack, N.J. 07602 (201) 646-4000	**TV:** WBNG-TV, Binghamton, N.Y.; WLYH-TV, Harrisburg-York-Lancaster-Lebanon, Pa.; WOWK-TV, Charleston-Huntington, W.Va.; WTAJ-TV, Johnstown-Altoona, Pa.
McGraw-Hill	1221 Avenue of the Americas New York, N.Y. 10020 (212) 512-2000	**TV:** KERO-TV, Bakersfield, Calif.; KGTV, San Diego, Calif.; KMGH-TV, Denver; WRTV, Indianapolis.
Media General	333 E. Grace Street Richmond, Va. 23219 (804) 649-6000	**TV:** WCBD-TV, Charleston, S.C.; WJKS, Jacksonville, Fla.; WXFL, Tampa, Fla.
Meredith Corp.	Locust at 17th Des Moines, Iowa 50336 (515) 284-3000	**TV:** KPHO-TV, Phoenix, Ariz.; KSEE, Fresno, Calif.; WOFL, Orlando, Fla.; WNEM-TV, Saginaw-Bay City-Flint, Mich.; KCTV, Kansas City, Mo.; WTVH, Syracuse, N.Y.; KVVU-TV, Henderson-Las Vegas, Nev.
Multimedia Inc.	P.O. Box 1688 Greenville, S.C. 29602 (803) 298-4373	**TV:** KSDK, St. Louis; WLWT, Cincinnati; WZTV, Nashville, Tenn.; WBIR-TV, Knoxville, Tenn.; WMAZ-TV, Macon, Ga. **RADIO:** KEEL, KITT (FM), Shreveport, La.; WMAZ, WAYS (FM), Macon, Ga; WFBC (AM, FM), Greenville-Spartanburg, S.C.; WEZW (FM), Milwaukee.
News Corp. Ltd.	News America Publishing 10 E. 53rd Street New York, N.Y. 10022 (212) 527-2300	**TV:** WFXT, Boston; WFLD, Chicago; KDAF, Dallas-Fort Worth; KRIV, Houston; KTTV, Los Angeles; WNYW, New York; WTTG, Washington.
New York Times Co.	229 West 43rd Street New York, N.Y. 10036 (212) 556-1234	**TV:** WHNT-TV, Huntsville, Ala.; KFSM-TV, Fort Smith, Ark.; WREG-TV, Memphis, Tenn.; WNEP-TV, Wilkes-Barre/Scranton, Pa.; WQAD-TV, Moline, Ill. **RADIO:** WQXR (AM, FM), New York.
Oklahoma Publishing Co.	P.O. Box 25125 Oklahoma City, Okla. 73125 (405) 232-3311	**TV:** KHTV, Houston; KSTW, Tacoma, Wash.; KTVT, Dallas-Fort Worth; WUAB, Lorain (Cleveland), Ohio; WVTV, Milwaukee. **RADIO:** WKY, Oklahoma City; WSM (AM, FM), Nashville, Tenn.
Park Communications	Terrace Hill, Tower Building Ithaca, N.Y. 14850 (607) 272-9020	**TV:** WBMG, Birmingham, Ala.; WUTR, Utica, N.Y.; WNCT-TV, Greenville, N.C.; WSLS-TV, Roanoke, Va.; WTVR-TV, Richmond, Va.; WDEF-TV, Chattanooga, Tenn.; WJHL-TV, Johnson City, Tenn. **RADIO:** KWLO (AM, FM), KFMW (FM), Waterloo, Iowa; WPAT (AM, FM), Clifton, N.J.; KUO (AM, FM), Minneapolis; WHEN, WRRB (FM), Syracuse, N.Y.; WNCT (AM, FM), Greenville, N.C.; KWJJ (AM, FM), Portland, Ore.; WNAX, Yankton, S.D.; WDEF (AM, FM), Chattanooga, Tenn.; WTVR (AM, FM), Richmond, Va.; KEZX (AM, FM), Seattle.
Providence Journal Co.	75 Fountain Street Providence, R.I. 02902 (401) 277-7000	**TV:** KMSB-TV, Tucson; Ariz.; KGSW, Albuquerque, N.M; WHAS-TV, Louisville, Ky.
Pulitzer Publishing Co.	900 N. Tucker Blvd. St. Louis, Mo. 63101 (314) 622-7000	**TV:** KETV, Omaha, Neb.; KOAT-TV, Albuquerque, N.M.; WGAL-TV, Lancaster, Pa.; WLKY-TV, Louisville, Ky.; WPTA, Fort Wayne, Ind.; WXII, Winston-Salem, N.C.; WYFF-TV, Greenville, S.C. **RADIO:** KTAR, KKLT (FM), Phoenix, Ariz.
RKO General	1440 Broadway New York, N.Y. 10018 (212) 642-4000	**TV:** WHBQ-TV, Memphis, Tenn.; KHJ-TV, Los Angeles. **RADIO:** KRTH (AM, FM), Los Angeles; KFRC, San Francisco; WGMS (AM, FM), Bethesda, Md./Washington; WAXY (FM), Miami/Fort Lauderdale, Fla.; WFYR (FM), Chicago; WRKO, WROR (FM), Boston; WOR, WRKS (FM), New York; WHBQ, Memphis, Tenn.
SCI Holdings	12000 Biscayne Blvd. Miami, Fla. 33261-8000 (305) 899-1000	**TV:** WAGA-TV, Atlanta; KSBK-TV, Boston; WTVG-TV, Toledo, Ohio; WJBK-TV, Detroit; WJW-TV, Cleveland; WITI-TV, Milwaukee; KCST-TV, San Diego (all sold).
Scripps Howard	1100 Central Trust Tower Cincinnati, Ohio 45202 (513) 977-3000	**TV:** WCPO-TV, Cincinnati; WEWS, Cleveland; WMC-TV, Memphis, Tenn.; WPTV, West Palm Beach, Fla.; KJRH, Tulsa, Okla.; KNXV-TV, Phoenix, Ariz.; KSHB-TV, Kansas City, Mo.; WXYZ-TV, Detroit; WFTS, Tampa, Fla. **RADIO:** WMC (AM, FM), Memphis, Tenn.; KUPL (AM, FM) Portland, Ore.; WSSB (FM), Baltimore.
Times Mirror Co.	Times Mirror Square Los Angeles, Calif. 90053 (213) 237-3700	**TV:** KDFW-TV, Dallas; KTBC-TV, Austin, Texas; KTVI, St. Louis; WVTM-TV, Birmingham, Ala.

BROADCAST PROPERTIES (continued)

Company	Headquarters	Media holdings
Tribune Co.	435 N. Michigan Ave. Chicago, IL 60611 (312) 222-3232	**TV:** KWGN-TV, Denver; KTLA, Los Angeles; WGN-TV, Chicago; WGNO-TV, New Orleans; WGNX, Atlanta; WPIX, New York. **RADIO:** KGNR, KCTC (FM), Sacramento, Calif.; WGN, Chicago; WICC-AM, Bridgeport, Conn; WPIX, New York.
Turner Broadcasting System	One CNN Center P.O. Box 105366 Atlanta, Ga. 30348-5366 (404) 827-1500	**TV:** WTBS, Atlanta. **RADIO:** CNN Radio.
TVX Broadcast Group	5501 Greenwich Rd., Ste. 300 Virginia Beach, Va. 23462 (804) 499-9800	**TV:** WTAF-TV, Philadelphia; KTXA, Dallas-Ft. Worth; WDCA-TV, Washington; KTXH, Houston; WCIX, Miami; WCAY-TV, Nashville, Tenn.; WNOL-TV, New Orleans; WLFL-TV, Raleigh-Durham, N.C.; WMKW-TV, Memphis, Tenn.; KRRT, Kerrville, Texas (80% interest); WTVZ, Norfolk, Va.; KJTM-TV, Pine Bluff, Ark.
Viacom International	1211 Avenue of the Americas New York, N.Y. 10036 (212) 575-5175	**TV:** KSLA-TV, Shreveport, La.; WVIT, New Britain-Hartford, Conn.; WHEC-TV, Rochester, N.Y.; WNYT, Albany-Troy-Schenectady, N.Y.; KMOV-TV, St. Louis. **RADIO:** KIKK, Pasadena, Texas; KIKK-FM, Houston; WMZQ-FM, Washington; WMZQ, Arlington, Va.; KBSG (FM), Tacoma, Wash.; WLAK-FM, Chicago; WLTW (FM), New York; WRVR (AM, FM), Memphis, Tenn.
Washington Post Co.	1150 15th Street N.W. Washington, D.C. 20071 (202) 334-6000	**TV:** WDIV, Detroit; WPLG, Miami; WFSB, Hartford, Conn.; WJXT, Jacksonville, Fla.
Westinghouse Electric Corp.	Westinghouse Bldg. Gateway Center Pittsburgh, Pa. 15222 (412) 244-2000	**TV:** KPIX, San Francisco; WJZ-TV, Baltimore; WBZ-TV, Boston; KYW-TV, Philadelphia; KDKA-TV, Pittsburgh. **RADIO:** WBZ, Boston; KQZY (FM), Dallas; KEZW, KOSI (FM), Denver; KODA (FM), Houston; KFWB, Los Angeles; WINS, New York; KYW, Philadelphia; KDKA, Pittsburgh; KJQY (FM), San Diego; KQXT (FM), San Antonio, Texas; KMEO (AM, FM), Phoenix, Ariz.; KFBK, KAER (FM), Sacramento, Calif.; WMAQ, Chicago (pending).

CABLE TV PROPERTIES

Company	Headquarters	Media holdings
Advance Publications	Newark, N.J. Star-Ledger Star-Ledger Plaza Newark, N.J. 07101 (201) 877-4141	**SYSTEMS:** MetroVision—ILLINOIS: Blue Island, Berwyn, Crestwood, Hickory Hills (90% interest), Melrose Park, Midlothian, Northlake, Palos Hills, Posen, Skokney, Tinley Park, Westhaven. INDIANA: Portage. KENTUCKY: Newport. LOUISIANA: St. John the Baptist Parish. NEBRASKA: Auburn, Crete, David City, Fairbury, Fremont, Humboldt, Lincoln, Nebraska City, Pawnee City, Seward, Superior, Table Rock, Tecumseh, York. OHIO: Green Township. TEXAS: Belton, Belmead, Beverly Hills, Greenville, Killeen, Lacey-Lakeview, Robinson, North Waedway, Temple, Waco. WISCONSIN: Lannon (90% interest), Menomonee Falls. WYOMING: Sheridan. NewsChannels Corp.—ALABAMA: Anniston, Eufala, Greenville, Wetumpika. NEW YORK: Binghamton, Carthage, Cooperstown, Corning, Delhi, Fulton, Malone, Massena, Ogdensberg, Oneonta, Potsdam, Rome, Sidney, Syracuse, Troy. PENNSYLVANIA: Canonsburg, Conapolis, Crescent Township, Moon Township, Neville Township. Vision Cable Communications—FLORIDA: Clearwater (90% owned), Kenneth City, Pinellas Park. LOUISIANA: Alexandria, Houman. NEW JERSEY: Fort Lee. NORTH CAROLINA: Albemarle, Concord, Jacksonville, Morehead City, Salisbury, Shelby, Southport, Wilmington. PENNSYLVANIA: DuBois. SOUTH CAROLINA: Darlington, Florence, Sumter.
Blade Communications	541 Superior Street Toledo, Ohio 43660 (419) 245-6000	**SYSTEMS:** OHIO: Buckeye Cablevision-Harbor View, Holland, Lucas County, Maumee, Ottawa Hills, Oregon, Perrysburg, Perrysburg Township, Rossford, Springfield Township, Sylvania, Sylvania Township, Toledo, Washington Township, Wood County; Erie County Cablevision-Bay View, Castalia, Erie County, Huron, Huron Township, Margaretta Township, Oxford Township, Perkins Township, Sandusky. MICHIGAN: Monroe Cablevision-Monroe, Franchtown Township.
Cablevision Systems Corp.	One Media Crossways Woodbury, N.Y. 11797 (516) 364-8450	**SYSTEMS:** Cablevision of Connecticut Cablevision of Long Island; Cablevision of Dutchess County; Cablevision of New York City; Cablevision of Michigan (Kalamazoo area); Cablevision of Ohio; Cablevision of Bayonne (N.J.); Cablevision of New Jersey (Bergen County); Cablevision of Westchester (Yonkers, N.Y.), Cablevision of Chicago, Cablevision of Boston. Adams-Russell: ARKANSAS: Paragould. ILLINOIS: Rockford. MAINE: Auburn, Bangor, Lewiston. MASSACHUSETTS: Braintree, Hudson, Leominster, Lexington, Norwood, Peabody. MISSOURI: Bootheel. NEW YORK: Lynbrook, Penn Yan, Port Chester, Rensselaer, Wellsville, Yorktown Heights. **CHANNELS:** Rainbow Program Enterprises—SportsChannel New York, SportsChannel New England, SportsChannel Chicago; PRISM (Philadelphia area); American Movie Classics; Bravo.
Capital Cities/ABC	24 E. 51st Street New York, N.Y. 10022 (212) 421-9595	**CHANNELS:** ESPN, Bristol, Conn. (80% interest).
Chronicle Publishing Co.	Fifth & Mission Streets San Francisco, Calif. 94119 (415) 441-4444	**SYSTEMS:** CALIFORNIA: Butte County, Carmel-by-the-Sea, Carmel Valley, Chico, Clayton, Concord, Contra Costa County, Corning, Del Monte Forest, Del Ray Oaks, Glenn County, Hemet, Marina, Monterey County, Orland, Pacific Grove, Rancho California, Salinas, San Mateo County, Seaside, South San Francisco, Ventura County, Willows. NEW MEXICO: Dona Ana County, Los Cruces, Mesilla.
Comcast Corp.	One Belmont Ave. Bala Cynwyd, Pa. 19004 (215) 667-4200	**SYSTEMS:** ALABAMA: Dothan, Florence, Gadsden, Huntsville, Mobile, Tuscaloosa. CALIFORNIA: Fullerton, Lompoc, Ontario, San Bernardino, Santa Ana, Santa Maria, Simi Valley. CONNECTICUT: Danbury, Middletown. FLORIDA: Boca Raton, Marianna, Panama City, Perry, Quincy, Tallahassee, West Palm Beach. INDIANA: Indianapolis, Ft. Wayne. KENTUCKY: Paducah. MARYLAND: Aberdeen, Timonium. MICHIGAN: Flint, Grosse Point Woods, Hillsdale, Pontiac, Sterling Heights. MISSISSIPPI: Corinth, Laurel, Meridian, Tupelo. NEW JERSEY: North Abington, Trenton. PENNSYLVANIA: Bala Cynwyd, New Kensington, Philadelphia, Willow Grove.
Continental Cablevision	Pilot House, Lewis Wharf Boston, Mass. 02110 (617) 742-9500	**SYSTEMS:** CHICAGO REGION: Continental Cablevision of Cook County-Calumet City-Calumet Park-Dolton-Riverdale; Elmhurst-Berkeley-Oakbrook Terrace-Bensenville; Elmwood Park; Forest Park; Franklin Park-River Grove-Rosemont-Schiller Park; Lombard; Unincorporated DuPage County; Westchester-Hillside; Westmont-Clarendon Hills-Countryside-Hinsdale-Oakbrook-Unincorporated Westmont-Willowbrook; Unincorporated Cook County; Continental Cablevision of Morton Grove-Morton Grove. FLORIDA REGION: Continental Cablevision of Jacksonville-Jacksonville; St. Johns County. ILLINOIS-IOWA-MISSOURI REGION: Continental Cablevision of Illinois-Freeport-Cedarville-Stephenson County; Kackuit-Carthage-Hamilton-Warsaw; Kewanee; Lincoln-Logan County; Morton; Pekin-Groveland-Marquette Heights-N. Pekin-S. Pekin-Tazewell County-Tremont; Quincy; Continental Cablevision of St.Louis County-Belleville-Fairview Heights-O'Fallon-St. Clair County-Swansea; Jennings-Bellefontaine Neighbors-Country Club Hills-Flordell Hills-Moline Acres-Northwoods-Pine Lawn-Riverview-Wherry Housing Base; Lake St. Louis-St. Charles County-St.Paul-Wentzville; Overland-Breckenridge Hills-Brentwood-Clayton-Edmundson-Maplewood-St. Ann-University City-St. Louis County Area B-Maryland Heights; Scott Air Force Base-Albers-Aviston-Clinton County-Damiansville-Freeburg-Lebanon-Mascoutah-New Baden-St. Clair County-Shiloh-Summerfield-Trenton. MICHIGAN REGION: Continental Cablevision of Michigan-Dearborn Heights; Hazel Park; Holland; Jackson-Blackman Township-Rives Junction; Lansing-Dewitt-Eaton Rapids-Grand Lodge-Delhi, Delta, Dewitt, Eaton Rapids, Hmiln, Lansing and Oneida Townships; Madison Heights; Oak Park; Roseville; Southfield-Lathrup Village; West Bloomfield Township; Westland. NEW HAMPSHIRE-MASSACHUSETTS-MAINE-CONNECTICUT REGION: American Cableeystems of Massachusetts-Dedham; Marlon-Mattapoisett-Rochester-Wareham; Orleans-Brewster-Eastham-Provincetown-Truro-Wellfleet; Scituate -Cohasset-Hanover-Hingham-Hull-Norwell; Continental Cablevision of Brockton (99.9% owned)-Brockton. Continental Cablevision of Massachusetts-Beverly-Hamilton-Marblehead-Topsfield-Wenham; Natick; Newton-Wayland-Wellesley-Weston; Reading; Saugus-Hahant; Watertown; Winchester; Woburn-Billerice-Burlington-Stoneham-Wilmington; Continental Cablevision of Needham (99.7% owned)-Needham; Continental Cablevision of New England-Concord-Alexandria-Allenstown-Antrim-Boscawen-Bow-Bridgewater-Bristol-Deering-Henniker-Hillsboro-Hopkinton-New Hampton-Pembroke; Dover-Berwick-Hebron-Madbury-Rollinsford-Somersworth-South Berwick; Exeter-Durham-Epping-Fremont-Hampton Falls-Newfields-Newmarket-North Hampton-Raymond-Seabrook; Lawrence-Methuen-North Andover; Portsmouth-Eliot-Greenland-Hampton-Kittery-New Castle-Newington-Rye-Stratham; Saco-Old Orchard Beach; Salem-Derry-Hampstead-Plaistow-Sandown; Continental Cablevision of Southern Massachusetts-Hanson-East Bridgewater-Holbrook-West Bridgewater-Whitman; Middleboro-Lakeville-Berkeley-Dighton-Freetown; Stoughton-Avon- Easton-Raynham. Milton Cableeystems Corp. (99% owned)-Milton. Pease Cablevision-Pease Air Force Base. Quincy Cableeystems Corp. (99%owned)-Quincy. Randolph Cableeystems Corp. (94% owned)-Randolph. OHIO REGION: Continental Cablevision of Ohio-Athens-The Plains; Bay Village-Avon Lake; Bellevue-Clyde-Green Springs-Greencreek Township; Butler Township-Clayton-Englewood-Madison Township-Randolph Township-Trotwood-Union-Vandalia; Eastlake-Fairport Harbor-Grand River-Lakeline-Mentor-Painesville-Timberlake-Wickliffe-Willoughby-Willoughby Hills; Elyria-Carlisle and Elyria Townships; Fairborn-Donnelsville-Enon-New Carlisle-Bath, Bethel, and Mad River Townships; Findley-Arlington-McComb-Mount Blanchard-Mount Cory-Rawson-Van Buren-Vanlue; Fostoria-Arcadia-New Riegel-Sycamore-Tiffin; Galion-Crestline-North Robinson; Huber Heights-Beth Township-Harrison Township; Kettering-Beavercreek-Beavercreek Township-Bellbrook-Centerville-Clearcreek Township-Corwin-Franklin Township-Miamisburg-Miami Township-Moraine-Oakwood-Springboro-Sugarcreek-Washington Township-Wayne Township-Waynesville-West Carrollton; Lancaster-Ashville-Berne Township-Baltimore-Bremen-Carroll-Circleville-Greenfield Township-Hocking Township-Lima Township-Millersport-Pataskala-Pleasant Township-Pleasantville-South Bloomfield-Stoutsville-Sugar Grove-Thurston; N.Ridgeville-Amherst-S. Amherst-Amherst Township; Norwalk-Milan-Monroeville-Norwalk Township; Springfield-Harmony, Monroeville, Pleasant and Springfield Townships-South Charleston-South Vienna Village; Upper Sandusky-Nevada; Willard-Attica-Chatfield-Greenwich Village-New Haven-New Washington-North Fairfield-Plymouth-Republic-Shiloh; Xenia-Cedarville-Jamestown-New Jasper and Silver Creek Townships-Spring Valley-Wilberforce-Cedarville, Spring Valley and Xenia Townships. SIERRA REGION: Continental Cablevision of California-Manteca-Lathrop; Stockton-San Joaquin County. ST. PAUL REGION: Continental Cablevision of St.Paul-St. Paul. VIRGINIA REGION: Continental Cablevision of Richmond(88.8% owned)-Richmond; Continental Cablevision of Virginia-Ashland; Goochland County; Hanover County; Henrico County; James City County; York County. WESTERN NEW ENGLAND REGION: American Cableeystems of New York-Geshing Town-Bedford-Briarcliff Manor-Mount Pleasant-New Castle-North Tarrytown-Ossining Village-Pleasantville-Tarrytown; Peekskill-Buchanan-Cortlandt-Croton-on-Hudson-Philipstown; Rockland-Haverstraw Town-Haverstraw Village-Pomona-Ramapo-Stony Point-West Haverstraw. Continental Cablevision of Western New England-Agawam-Granby-Holyoke-South Hadley-Southwick-Westfield-West Springfield;Deerfield-Bernardston-Northfield-Sunderland; Enfield; Northampton-Hatfield-Williamsburg; Springfield-Longmeadow. LOS ANGELES REGION: American Cableeystems of California-Bellflower; Carson; Compton; Corona-Riverside County; Covina-Los Angeles County; Downey-Bell Gardens-La Mirada-Lynwood-Paramount-Santa Fe Springs; Hollywood-Los Angeles-Venice-Wilshire (Metro System); Inglewood; Maywood; Pomona; Tustin-Orange County; Westchester-Los Angeles City-Los Angeles County; Westside-Culver City-Venice; American Cableeystems of South Central Los Angeles (80% owned)-Los Angeles County (Area K). SIERRA REGION-Continental Cablevision of Sierra Valleys-Hanford-Corcoran-Kings County-LeMoore; Tulare-Tulare County-Visalia; Fresno Cable TV Limited-Fresno-County of Fresno-Clovis-Madera; Nor Cal Cablevision-Yuba City-County of Sutter-County of Yuba-Beale Air Force Base-Marysville-Wheatland; Telcab Communications-Reno-Washoe.
Cooke Media Group	Kent Farms Middleburg, Va. 22117 (703) 687-4000	**SYSTEMS:** ALASKA: Fairbanks, Ketchikan, Juneau, Sitka. ARIZONA: Benson, Douglas, Green Valley, Sierra Vista, Tucson, Wilcox. GEORGIA: Cuthbert, Peachtree City. HAWAII: Hawaii Kai, Wailuku. ILLINOIS: Kankakee. MISSISSIPPI: Greenville. NEW MEXICO: Clovis. NEW YORK: Syracuse. NORTH CAROLINA: Ahoskie, Elizabeth City, Murfreesboro, Rocky Mount. OHIO: Blanchester, Wilmington. OREGON: Astoria, Baker, Cottage Grove, The Dalles, Flornce, Grants Pass, Klamath Falls, LaGrande, Medford, Redmond, Rogue, Roseburg, St. Helens. SOUTH CAROLINA: Aiken, Barnwell, Edgefield, Hilton Head, Johnston, McCormick, Saluda, Ware Shoals. TENNESSEE: Alcoa, Brentwood, Concord, Gallinburg, Madisonville, Mt. Pleasant, Pigeon Forge, Rogersville, Sevierville, Sweetwater. TEXAS: Bryan, Paris, Victoria. VIRGINIA: Amherst, Emporia, Glasgow, South Boston, South Hill. WASHINGTON: Aberdeen, Centralia, Cle Elum, Montesano, North Bend, Omak, Walla Walla, Yakima. WYOMING: Jackson Hole.
Copley Newspapers	7776 Ivanhoe Ave. La Jolla, Calif. 92037 (619) 454-0411	**SYSTEMS:** CALIFORNIA: San Pedro-Wilmington-Harbor City, Lomita and portions of unincorporated areas, Los Angeles County, Costa Mesa, Cypress, unincorporated area in Orange County.
Cox Enterprises	1400 Lake Hearn Drive Atlanta, Ga. 30319 (404) 843-5000	**SYSTEMS:** CALIFORNIA: Bakersfield, Humboldt Bay, San Diego, Santa Barbara. CONNECTICUT: Hartford. FLORIDA: Gainesville, Ocala, Pensacola. GEORGIA: Macon, Wayoross. ILLINOIS: Quad Cities. IOWA: Cedar Rapids. LOUISIANA: Jefferson Parish, New Orleans. MICHIGAN: Saginaw. NEBRASKA: Omaha. NEW YORK: Staten Island (undur development). OHIO:Cleveland. OKLAHOMA: Oklahoma City. RHODE ISLAND: Cranston/Johnston. SOUTH CAROLINA: Myrtle Beach. TEXAS: Lubbock. VIRGINIA: Roanoke, Hampton Roads. WASHINGTON: Spokane.
CVN Cos.	1405 Xanium Lane North Plymouth, Minn. 55447 (615) 559-8000	**CHANNELS:** Cable Value Network (home shopping).
Searey Media Group	920 Rogers Ave. Fort Smith, Ark. 72901 (501) 785-7810	**SYSTEMS:** ARKANSAS: Rogers. CALIFORNIA: Vallejo. OKLAHOMA: Bartlesville, Blackwell, Guymon.

CABLE TV PROPERTIES (continued)

Company	Headquarters	Media holdings
Harte-Hanks Communications	Harte-Hanks Tower 7710 Jones Maltsberger San Antonio, Texas 78216 (512) 829-9000	**SYSTEMS:** FLORIDA: Miami, Okeechobee. NEW JERSEY: Asbury Park, Ocean. PENNSYLVANIA: Delaware County, Montgomery County. TEXAS: East and West Houston. (all sold as of January 1988).
Hearst Corp.	959 Eighth Ave. New York, N.Y. 10019 (212) 262-5700	**SYSTEMS:** CALIFORNIA: Hearst Cablevision of California—Los Gatos, Milpitas, Mountain View, Newark, Santa Clara, Saratoga.
Home Shopping Network	12000 25th Court North St. Petersburg, Fla. 33716 (813) 572-8585	**CHANNELS:** HSN I.
Howard Publications	P.O. Box 570 Oceanside, Calif. 92054 (619) 433-5771	**SYSTEMS:** CALIFORNIA: Alhambra, Huntington Park, Norco, Norwalk, Pasadena, Riverside, San Gabriel, Temple City, Walnut, West Covina and unincorporated parts of Los Angeles County including Altadena. WYOMING: Evanston.
Landmark Communications	150 W. Brambleton Ave. Norfolk, Va. 23501 (804) 446-2000	**CHANNELS:** Weather Channel.
Maclean Hunter Ltd.	Maclean Hunter Bldg. 777 Bay Street Toronto, Ontario M5W 1A7 (416) 596-5526	**SYSTEMS:** MICHIGAN: Barden Cablevision (58.7% interest), Maclean Hunter Cable TV. NEW JERSEY: Cable TV of Jersey City (80% interest), Suburban Cablevision.
Media General	333 E. Grace Street Richmond, Va. 23219 (804) 649-6000	**SYSTEMS:** VIRGINIA: Fredericksburg, Spotsylvania County, Stafford County, Fairfax County.
Multimedia Inc.	P.O. Box 1688 Greenville, S.C. 29602 (803) 298-4373	**SYSTEMS:** ILLINOIS: Alsip/Worth, Batavia, Chicago Ridge, Evergreen Park, Harvey, Hometown, Lisle, Markham, Oak Forest, Oak Lawn, Phoenix, Kane County, Four Lakes, South Holland, Villa Park. KANSAS: Bel Aire, Colonial Mobile Home Park, Creekview/Shadybrook, East Borough, Great Bend, Herington, Hoisington, Kechi, LaCrosse, Larned, Lyons, McConnell Air Force Base, McPherson, Medicine Lodge, Oaklawn, Park City, Rolling Hills, Sedgwick County, Springdale/Timberlakes, Wichita. NORTH CAROLINA: Ayden, Battleboro, Beaufort County, Bethel, Bridgeton, Clinton, Chocowinity, Craven County, Edgecombe County, Enfield, Greenville, Kinston, La Grange, Lenoir County, Martin County, Nash County, Nashville, New Bern, Parmele/Bethel, Pitt, River Bend, Robertsonville, Rocky Mount, Sampson County, Scotland Neck, Sharpsburg, Tarboro, Trent Woods, Vanceboro, Walnut Creek, Washington, Wayne County, Winterville, Wingate. OKLAHOMA: Bethany, Bixby, Chickasha, Cresent, Cushing, Del City, Edmond, El Reno, Erin Springs, Guthrie, Lindsay, Logan County, Midwest City, Moore, Mustang, Nichols Hill, Norman, Perry, Stillwater, Tinker Air Force Base, Valley Brook, The Village, Warr Acres, Yukon.
New York Times Co.	229 West 43rd Street New York, N.Y. 10036 (212) 556-1234	**SYSTEMS:** NEW JERSEY: NYT Cable TV, Cherry Hill.
Oklahoma Publishing Co.	P.O. Box 25125 Oklahoma City, Okla. 73125 (405) 232-3311	**CHANNELS:** Nashville Network.
Playboy Enterprises	919 North Michigan Ave. Chicago, Ill. 60611 (312) 751-8000	**CHANNELS:** Playboy Channel.
Providence Journal Co.	75 Fountain Street Providence, R.I. 02902 (401) 277-7000	**SYSTEMS:** CALIFORNIA: Colony Communications-Harbor City, San Pedro, Wilmington. FLORIDA: Colony Communications-Hialeah-Coral Gables. MASSACHUSETTS: Colony Communications-Fall River, Lowell, New Bedford. NEW YORK: Colony Communications-Beacon, Hyde Park, Lloyd, Monroe, Wappinger. RHODE ISLAND: Hopkinton, Westerly.
Rogers Communications	Commercial Union Tower Toronto Dominion Center, Ste. 6000 Toronto, Ontario M5K 1J5 (416) 864-2373	**SYSTEMS:** MINNESOTA: Minneapolis (62% interest), Minneapolis suburbs—Edina, Hopkins, Minnetonka, Eden Prairie, Richfield (74% interest). OREGON: Portland (78% interest). CALIFORNIA: Orange County—Huntington Beach, Westminster, Fountain Valley, Stanton, Garden Grove, Los Alamitos; Los Angeles County (79% interest)—Downey, Santa Fe Springs, Lynwood, Bell Gardens, Paramount, La Mirada; El Centro (75% interest). TEXAS: Laredo (79% interest). ARIZONA: Yuma (79% interest).
Sammons Communications	500 S. Ervay, Ste. 200A Dallas, Texas 75201 (214) 742-9828	**SYSTEMS:** ALABAMA: Lanett, Russellville, Tuskegee. CALIFORNIA: Ceres, Glendale, Turlock, Whittier. CONNECTICUT: Waterbury. GEORGIA: West Point. ILLINOIS: Dwight, Jacksonville, Ottawa, Pontiac, Streator. INDIANA: Logansport. KENTUCKY: Middlesboro. MISSISSIPPI: Brookhaven, McComb, Natchez, Pascagoula. NEW JERSEY: Dover, Millville, Morristown, Ocean City, Pleasantville, Vineland. NEW YORK: Cortland, Johnstown.NORTH CAROLINA: Black Mountain, Canton, Clyde, Waynesville. OKLAHOMA: Clinton, Elk City. PENNSYLVANIA: Bensalem, Easton, Emmaus, Fleetwood, Harrisburg, Morrisville, Oil City. TENNESSEE: Bristol, Johnson City, Morristown, Newport. TEXAS: Benbrook, Borger, Cleburne, Denton, Dumas, Duncanville, Fort Worth, Hurst, Mansfield, Pampa, Park City, Waxahachie, Weatherford. VIRGINIA: Covington, Petersburg. WASHINGTON: Ephrata, Moses Lake, Othello .
SCI Holdings	12000 Biscayne Blvd. Miami, Fla. 33261-8000 (305) 899-1000	**SYSTEMS:** Storer Cable Communications—ALABAMA: Baldwin County, Bay Minette, Brundidge, Chilton County, Clanton, Daphne, Elba, Elmore, Fairhope, Florala, Geneva, Hartford, Lockhart, Montgomery, Oak Grove, Prattville, Samson, Slocomb, Sylacauga, Troy. ARKANSAS: Bryant, Cammack Village, Jacksonville, Little Rock, North Little Rock, Pulaski County, Sherwood. CONNECTICUT: Chester, Clinton, Deep River, Durham, Essex, Groton, Haddam, Hamden, Killingworth, Ledyard, New Haven, North Stonington, Old Saybrook, Stonington, U.S. Naval Facility-Groton, Voluntown, West Haven, West Brook. DELAWARE: Blades, Camden, Cheswold, Clayton, Delmar, Dover, Dover Air Force Base, Georgetown, unincorporated Kent & Sussex Counties, Laurel, Lewes, Milford, Rehoboth Beach, Smyrna, Seaford, Wyoming. FLORIDA: Altamonte Springs, Arcadia, Avon Park, Bartow, Blountstown, Biscayne Park, Bristol, unincorporated Broward County, Charlotte County, Chattahoochee, Chipley, Dade County, DeFuniak Springs, DeSoto County, El Portal, Fort Meade, Frostproof, Graceville, unincorporated Hardee County, Highlands County, Hillcrest Heights, Hollywood (85% interest), Lake Mary, Lake Placid, Lake Wales, Lee County, Longboat Key, Maanatee County, metropolitan Dade County, Miami Shores, Miramar, North Miami, North Miami Beach, North Port, Pembroke Park, Pembroke Pines, unincorporated Polk County, Port Charlotte, Punta Gorda, Sarasota, Sarasota County, Sebring, Seminole County, Seminole Tribe of Florida, Venice, Wauchula. GEORGIA: Adel, Albany, Americus, Ashburn, Bainbridge, Berrien County, Camilla, Colquitt, Cook County, Cordele, Dawson, Donalsonville, Ellaville, Lee County, Leesburg, Miega, Moultrie, Nashville, Omega, Pelham, Poulan, Sparks, Sumter County, Sycamore, Sylvester, Tift County, Tifton, Vienna. KENTUCKY: Anchorage, Audubon Park, Bancroft, Barbourmeade, Beechwood Village, Bellemeade, Bellewood, Blue Ridge Manor, Boone County, Bowling Green, Briarwood, Broadfields, Broeck Point, Brownsboro Farm, Brownsboro Village, Campbell County, Cambridge, Cherrywood Village, Covington, Creekside, Crossgate, Devondale, Douglass Hills, Druid Hills, Fairmeade, Fincastle, Forest Hills, Glenview Hills, Glenview Manor, Goose Creek, Graymore, Green Springs, Hickory Hill, Hills and Dales, Hollow Creek, Hollyvilla, Hurstbourne Acres, Indian Hills, Jefferson County, Jeffersontown, Keeneland, Kenton County, Kingsley, Langdon Place, Lincolnshire, Louisville, Lyndon, Lynnview, Manor Creek, Maryhill Estates, Meadowbrook Farm, Meadow Vale, Meadowview Estates, Middletown, Minor Lane Heights, Mockingbird Valley, Moorland, Newport, Norbourne Estates, Northfield, Norwood, Oakland, Old Brownsboro Place, Parkway Village, Pewee Valley, Plantation, Plum Springs, Plymouth Village, Prospect, Richlawn, River Bluff, Riverwood, Robinswood, Rolling Hills, Rolling Fields, St. Matthews, St. Regis Park, Seneca Gardens, Shivley, Smiths Grove, Springlee, South Park View, Strathmoor Manor, Strathmoor Village, Sycamore, Ten Broeck, Thornhill, Warren County, Watterson Park, Wellington, West Point, Westwood, Whipps Millgate, Wildwood, Winding Falls, Windy Hills, Woodburn, Woodland Hills, Woodland Park, Worthington Hills. MARYLAND: Delmar, Fruitland, Hebron, Howard County, Pocomoke City, Princess Anne, Salisbury, Show Hill. NEW JERSEY: Allenhurst, Atlantic Highlands, Bay Head, Belvidere, Beverly, Bordentown, Brick Township, Cinnaminson, Delanco, East Brunswick, Burlington, Califon, Clayton, Cranbury, Deal, Delran, Deptford, East Greenwich, East Windsor, Eatontown, Edgewater Park, Fair Haven, Franklin, Freehold, U.S. Government-Fort Monmouth, Glassboro, Glen Gardner, Greenwich, Hackettstown, Hampton, Hazlet, Helmetta, High Bridge, Highlands, Hightstown, Holmdal, Independence, Jamesburg, Lebanon, Liberty, Little Silver, Loch Arbor, Long Branch, Mansfield, Mantura, Mantoloking, Middletown, Monmouth Beach, Monroe, Mt. Olive, National Park, North Plainfield, Oceanport, Oxford, Palmyra, Paulsboro, Plainfield, Plainsboro, Pt. Murray, Pt. Pleasant, Pt. Pleasant Beach, Red Bank, Riverside, Riverton, Roosevelt, Rumson, Sea Bright, Shrewsbury, Spotswood, South Brunswick, South Plainfield, Tinton Falls, Washington (Morris & Warren County), Wanonah, West Deptford, West Long Branch, Westhampton, Westville, White, Willingboro, Woodbury, Woodbury Heights. PENNSYLVANIA: New Hope. SOUTH CAROLINA: Beaufort, Berkley County, Charleston, Charleston Air Force Base, Colleton County, Goose Creek, Hanahan, Isle of Palms, Mt. Pleasant, North Charleston, Sullivan's Island, Summerville, Walterboro, U.S. Marine Corps Air Station-Laurel Bay, U.S. Naval Station-Hunley Park, unincorporated Charleston County. TEXAS: Addison, Alvin, Bayou Vista, Bedford, Brookside Village, Carrollton, Cedar Hill, Clear Lake Shore, Cockrell Hill, Colleyville, DeSoto, Dickinson, El Lago, Eulees, Friendswood, Garland, Glenn Heights, Grand Praire, Hebron, Hillcrest Village, Hitchcock, Hutchins, Kemah, LaMarque, Lancaster, League City, Magnolia, Nassau Bay, North East Houston, Oak Ridge, Pearland, Red Oak, Rowlett, Santa Fe, Seabrook, South East Houston, Sunnyvale, Taylor Lake Village, Texas City, Tomball, Webster. VIRGINIA: Chesterfield.
Scripps Howard	1100 Central Trust Tower Cincinnati, Ohio 45202 (513) 977-3000	**SYSTEMS:** CALIFORNIA: Sacramento. COLORADO: Fort Lupton, Lafayette, Longmont, Louisville, Parachute. FLORIDA: De Bary, Madison. GEORGIA: Battlefield/Lookout, Blue Ridge, Calhoun, Clayton, Dallas, Elberton, Glenville, Grangar Co., Homersville, Metter, Millen, Montezuma, Monticello, North DeKalb, Rome, Roseville, Tallapoosa, Union City, Walker County, Warrenton, Wayneseboro. INDIANA: Tell City. KENTUCKY: Barbourville, Campbellsville, Elizabethtown, Glasgow, Greeneville, Knoxville, Lake City/LaFollette, Livingston. SOUTH CAROLINA: Newberry. TENNESSEE: Chattanooga, Knoxville, Gray, Greeneville. VIRGINIA: Glade Springs/Abingdon. WEST VIRGINIA: Bluefield.
TeleCable Corp.	740 Duke Street Norfolk, Va. 23510 (804) 624-5000	**SYSTEMS:** ALABAMA: Auburn, Decatur, Selma. FLORIDA: Margate. GEORGIA: Columbus. ILLINOIS: Bloomington. INDIANA: Kokomo. KANSAS: Overland Park. KENTUCKY: Lexington, Radcliff. MISSOURI: Springfield. NORTH CAROLINA: Roanoke Rapids. SOUTH CAROLINA: Greenville, Spartanburg. TENNESSEE: Cleveland. TEXAS: Arlington, Plano, Richardson. VIRGINIA: Wytheville. WEST VIRGINIA: Beckley, Princeton. WISCONSIN: Racine.
TCI	54 Denver Technological Center Call Box 22595, Wellshire Station Denver, Colo. 80222 (303) 721-5500	**SYSTEMS:** TCI systems, 3.4 million subscribers; United Artists Communications/United Cable Television/Daniels (60% interest), 2.3 million subscribers; Heritage Communications, 1 million subscribers; Western Telecommunications/Marcus Communications (57% interest), 292,000 subscribers; Communication Services (80% interest), 217,000 subscribers.
Time Inc.	Rockefeller Center New York, N.Y. 10020 (212) 586-1212	**SYSTEMS:** American Television & Communications Corp. (82% ownership), Manhattan Cable Television. **CHANNELS:** Cinemax, Home Box Office.
Times Mirror Co.	Times Mirror Square Los Angeles, Calif. 90053 (213) 237-3700	**SYSTEMS:** ARIZONA: Bullhead City, Casa Grande, Lake Havasu, Nogales, Phoenix. CALIFORNIA: Orange County, Palos Verdes, North San Diego County. CONNECTICUT: Meriden. ILLINOIS: Springfield. INDIANA: Lafayette. KENTUCKY: Ashland. MASSACHUSETTS: Amherst, Greenfield, Palmer, Haverhill, Weymouth. NEW YORK: Long Island. OHIO: Caldwell, Cambridge, Coshocton, Defiance, Greenfield, Ironton, Logan, Marion, Napoleon,Newark, Newcomerston, New Philadelphia/Uricheville, Toronto, Waverly, Wauseon. PENNSYLVANIA: Beaver Falls, Washington. RHODE ISLAND: Providence, Warwick. TEXAS: Del Rio, Kerrville, Midland, Texarkana, Uvalde. WEST VIRGINIA: Weirton.
Turner Broadcasting System	One CNN Center P.O. Box 105366 Atlanta, Ga. 30348-5366 (404) 827-1500	**CHANNELS:** CNN-Cable News Network, CNN Headline News, WTBS superstation services, TNT-Turner Network Television.
United Cable Television	Denver Technological Center 4700 S. Syracuse Parkway Denver, Colo. 80237 (303) 779-5999	**SYSTEMS:** ARIZONA: Scottsdale. CALIFORNIA: Alameda, Cupertino, East San Fernando Valley, Foster City, Hacienda Heights/S. Whittier/La Puente, Hayward, San Leandro, San Lorenzo. COLORADO: Denver, Grand Junction. CONNECTICUT: Hartford/Plainville, Vernon. IDAHO: Boise. ILLINOIS: Carpentersville, Effingham, Galesburg, Mendota, Monmouth, Peru. INDIANA: Hammond. LOUISIANA: Bossier City. MARYLAND: Annapolis, Baltimore, Eastern Shore, Lexington Park. MICHIGAN: East Lansing/Meridian, Lincoln Park/Woodhaven, Oakland County/Orion. MINNESOTA: Chaska, Shakopee. NEBRASKA: Bellevue/Tri-Cities/Laviela. NEW MEXICO: Gallup, Santa Fe. OKLAHOMA: Tulsa. TEXAS: Abilene, Anson, Hamlin, Perryton, Rotan, Sweetwater, Tyler/Jacksonville. UTAH: Moab. WYOMING: Casper. **CHANNELS:** Fashion Channel.
Viacom International	1211 Avenue of the Americas New York, N.Y. 10036 (212) 575-5175	**SYSTEMS:** CALIFORNIA: San Francisco region; North Bay Region-Marin County, Sonoma County, Napa/Pinole; Diablo Region; East Bay, Delta, Finer Living, Oroville/Paradise. NEW YORK: Long Island. OHIO: Cleveland region, Dayton region. TENNESSEE: Nashville region. WASHINGTON: Northwest region-Puget Sound, Tacoma (Pierce County), Salem. WISCONSIN: Milwaukee region. **CHANNELS:** Showtime/The Movie Channel, MTV Networks.

CABLE TV PROPERTIES (continued)

Company	Headquarters	Media holdings
Warner Communications	75 Rockefeller Plaza New York, N.Y. 10019 (212) 484-8000	**SYSTEMS:** Warner Cable Communications: ARIZONA: Flagstaff, Kingman, Parker, Sedona. ARKANSAS: Booneville, Clarksville, Fayetteville, Paris, Russellville. CALIFORNIA: Avenal, Bakersfield, Barstow, Blythe, Palm Springs, Taft. FLORIDA: Crestview, Fort Walton Beach, Lake City, Niceville. ILLINOIS: Altamont, Danville, DeKalb, Rochelle, St. Almo, Sycamore. INDIANA: Union City, Warsaw. MASSACHUSETTS: Athol, Chelsea, Dalton, Everett, Lynn, Pittsfield, Salem, Somerville, Swampscott, Wakefield, Winthrop. MICHIGAN: Menominee. MISSISSIPPI: Batesville, Cleveland, Lambert, Marks, Yazoo City. NEW HAMPSHIRE: Bergtin, Claremont, Nashua. NEW JERSEY: Avalon. NEW YORK: New York (under construction), Olean. OHIO: Akron, Alliance, Canton, Cincinnati, Columbus, Cridersville, Delphos, Fort Shawnee, Kenton, Plain Township, Sandy, St. Mary's, Sidney, Wapakoneta, Youngstown. OREGON: Coos Bay, Myrtle Point. PENNSYLVANIA: Altoona, Bradford, Chambersburg, Clearfield, Marietta, Morrison Cove, Newport, Pottsville, Reedsville, Roaring Springs, Shippensburg, Warren. TENNESSEE: Kingsport. TEXAS: Houston (suburbs), Houston (NW & suburbs), Houston (SW & suburbs), Houston (Meyerland area). VERMONT: Bellows Falls, Brattleboro. VIRGINIA: Hampton, Harrisonburg, Reston, Williamsburg, Poquoson, Reston, Williamsburg. WEST VIRGINIA: Martinsburg. WISCONSIN: Marinette, Marshfield, Menasha, Merrill, Milwaukee (under construction), Neenah, Oshkosh.
Washington Post Co.	1150 15th Street N.W. Washington, D.C. 20071 (202) 334-6000	**SYSTEMS:** ARIZONA: Clifton, Cottonwood, Globe, Holbrook, Page, Safford, Showlow, Winslow. CALIFORNIA: Burlingame, Modesto/Oakdale, Santa Rosa, Union City. ILLINOIS: Highland Park. INDIANA: Greenwood. IOWA: Sioux City. KANSAS: Abilene, Beloit, Clay Center, Concordia. MISSISSIPPI: Clarksdale, Gulfport. MISSOURI: Brookfield, Joplin, Kirksville, Trenton. NEBRASKA: Norfolk. NEW MEXICO: Rio Rancho, Roswell. NORTH DAKOTA: Fargo. OHIO: Akron. OKLAHOMA: Altus, Ardmore, Frederick, Hobart, Idabel, Mangum, Miami, Ponca City, Vinita/Nowata. TENNESSEE: Dyersburg. TEXAS: Aransas Pass, Bonham, Childress, Lampasas, Lufkin, Memphis, Odessa, Port Lavaca, Sherman/Denison, Wellington.

OUTDOOR AND OTHER MEDIA PROPERTIES

Company	Headquarters	Media holdings
Advo-System	One Univac Lane Windsor, Conn. 06095-2568 (203) 285-6100	ADVO-System (direct mail/free-standing inserts).
Associated Press	50 Rockefeller Plaza New York, N.Y. 10020 (212) 621-1500	Associated Press news wire service.
CVN Cos.	1405 Xenium Lane North Plymouth, Minn. 55447 (615) 559-8000	CVN direct mail.
Donrey Media Group	920 Rogers Ave. Fort Smith, Ark. 72901 (501) 785-7810	Donrey Outdoor Advertising.
Dow Jones & Co.	World Financial Center 200 Liberty St. New York, N.Y. 10281 (212) 416-2000	Dow Jones News Service, DowAlert, Dow Jones News/Retrieval, Dow Jones Cable News (videotex), Telerate Inc. (56% interest), *Far Eastern Economic Review*, AP-Dow Jones (50% interest).
Dun & Bradstreet Corp.	299 Park Ave. New York, N.Y. 10171 (212) 593-6800	Dataquest, Donnelley Directory, Donnelley Information Publishing, Donnelley Marketing, Donnelley Marketing Data Processing Operations, Donnelley Information Technology, D&B Business Marketing Services, D&B Information Resources, D&B Information Systems, DunsNet, DuneGate, Financial Services Industry Group, Moody's Investors Services, Nielson Clearing House, Nielsen Marketing Research, Nielsen Media Research, Neodata Services, Official Airline Guides.
Gannett Co.	1100 Wilson Blvd. Arlington, Va. 22209 (703) 284-6000	Gannett Outdoor, GTG Entertainment (partnership).
Harte-Hanks Communications	Harte-Hanks Tower 7710 Jones Maltsberger San Antonio, Texas 78216 (512) 829-9000	Harte-Hanks Direct Marketing.
Hearst Corporation	959 Eighth Ave. New York, N.Y. 10019 (212) 262-5700	North America Syndicate.
International Thomson Organization	International Thomson Holdings 245 Park Ave. New York, N.Y. 10167 (212) 309-8700	Clark Boardman Co. Ltd.—*Securities and Federal Corporate Law, Lindey on Entertainment, Publishing and the Arts, Law of Enviornmental Protection.* Warren, Gorham & Lamont—*Federal Income Taxation of Corporations & Shareholders, Journal of Taxation, Practical Accountant, Real Estate Review, Bankers Magazine Corporate Accounting Journal.* International Thomson Industrial Press—*Tooling & Production, PurchasingWorld.* Ward's Communications—*Ward's Auto World, Ward's Automotive International.* International Thomson Communications—*CableVision, Communications Engineering & Design.* International Thomson Retail Press—*Consumer Electronics, Video Business, Toy & Hobby World, Convenience Store Merchandiser.* International Thomson Transport Press—*American Sailings, Traffic World, The Official Railway Guide, Motor Carrier Directory.* Medical Economics Co.—*Medical Economics, Physician's Desk Reference, AIDS Alert, Contemporary OB/GYN, Veterinary Economics, Drug Topics, RN.* Med Publishing—*Practical Cardiology, Oncology & Biotechnology News, IM-Internal Medicine for Specialists, Geriatric Medicine Today.* Mitchell International—*Mitchell Manuals, Mitchellmatix.* InFINet—*AutEx Trading Information System, Munifacts, First Call, The Financial Software Series, InvesText, Mortgage-Backed Securities Information Services, American Banker, Bond Buyer, Spectrum, Cadence, Video Munifacts, Alert, Multiport,* CDA Investment Technologies, Securities Data Co. Callaghan & Co.—*Mertens Law of Federal Income Taxation, Nichols Cyclopedia of Legal Forms,* Uniform Commercial Code Reporting Service, *Lanes Goldstein Trial Technique, McQuillin Law of Municipal Corporations.* Thomson & Thomson—Trademarkscan, Trademark Search Reports, Trademark Watching Services. Delmar Publishers—*Technology in Your World, Technical Drawing & Design*
Knight-Ridder Newspapers	One Herald Plaza Miami, Fla. 33132-1693 (305) 376-3800	*Journal of Commerce*, PIERS (Port Import/Export Reporting Service, VuText, Commodity News Service.
McClatchy Newspapers	2100 Q Street Sacramento, Calif. 95813 (916) 321-1000	LegiTech (90% interest).
McGraw-Hill	1221 Ave. of the Americas New York, N.Y. 10020 (212) 512-2000	Construction Information Group, Computers & Communications Information Group, Standard & Poor's Corp.
Mervis Communications	P.O. Box 936 Augusta, Ga. 30913 (404) 724-0851	Naegele Outdoor Advertising Co.
News Corp. Ltd.	News America Publishing 10 E. 53rd Street New York, N.Y. 10022 (212) 527-2300	Hotel & Travel Index, World Travel Directory, Official Hotel & Resort Guide, Fastfacts.
Patrick Media Group	2101 Myrtle Street Scranton, Pa. 18510 (717) 347-7100	OUTDOOR: 35,000 sheet displays , 7,200 [illegible] bulletins and 3,600 8-sheet displays in 35 metropolitan markets.
Product Movers	821 Ave. of the Americas New York, N.Y. 10011 (212) 337-1000	Product Movers free standing advertising inserts for weekend newspapers.
Quad/Graphics	DuPlainville Rd. Pewaukee, Wis. 53072 (414) 246-9200	Quad/Marketing, New York, N.Y., (free-standing inserts).
Reuters Holding Co.	85 Fleet St. London, England EC4P 4AJ 250-1122	Reuters news wire service.
3M	3M Center St. Paul, Minn. 55144-1000 (612) 733-1110	OUTDOOR: 26,500 painted bulletins of standard, highway and expressway sizes in 80 markets. Exclusive contracts with 750 U.S. shopping malls for in-mall display.
Valassis Inserts	36111 Schoolcraft Rd. Livonia, Mich. 48150 (313) 591-3000	Valassis Inserts (free-standing inserts for weekend newspapers).

Leading media companies by estimated broadcast revenues

Company	Broadcast revenues 1987	Broadcast revenues 1986	1987 broadcast media revenues	Broadcast rev. % media revenues	Top TV station by avg. H'holds reached: Station, affil., location	Avg. H'holds	Avg. Feb. '88 rating	Top radio station by revenues: Station, band, location	1987 revs.
Capital Cities/ABC	$3,213	$2,969	$4,256	75.5	WABC, ABC, New York	653,420	9.5	KABC-AM, Los Angeles	$24.0
General Electric Co.	3,165	2,985	3,165	100.0	WNBC, NBC, New York	481,467	7.0	KGO-AM, San Francisco	11.5
CBS Inc.	2,762	2,808	2,762	100.0	WCBS, CBS, New York	440,199	6.4	KMOX-AM, St. Louis	18.4
Westinghouse Electric Corp.	601	559	601	100.0	KYW, NBC, Philadelphia	185,710	7.2	WINS-AM, New York	23.0
News Corp. Ltd.	577	473	1,250	46.1	WNYW, FOX, New York	330,149	4.8		
Tribune Co.	410	399	1,886	21.7	WPIX, IND, New York	226,977	3.3	WGN-AM, Chicago	31.0
Gannett Co.	357	351	2,991	11.9	WUSA, CBS, Washington	141,823	8.8	KIIS-AM/FM, Los Angeles	29.0
Gillett Holdings	340	334	340	100.0	WJBK, CBS, Detroit	134,395	8.0	NA	
Cox Enterprises	328	310	1,464	22.4	WSB, ABC, Atlanta	132,628	10.5	KOST-FM, Los Angeles	18.0
Opubco	285	305	466	61.2	WTVT, CBS, Tampa	102,054	8.3	WKY-AM, Oklahoma City	0.9
Hearst Corp.	262	280	1,025	13.8	WCVB, ABC, Boston	183,707	8.9	WBAL-AM, Baltimore	7.3
Turner Broadcasting System	224	208	436	51.2	WTBS, TBS, Atlanta	66,945	5.3		
Chris-Craft Industries	217	200	217	100.0	KCOP, IND, Los Angeles	181,455	3.9		
Scripps Howard	198	191	1,129	17.6	WXYZ, ABC, Detroit	211,672	12.6	WBSB-FM, Baltimore	9.0
RKO General	195	239	195	100.0	KHJ, IND, Los Angeles	111,695	2.4	KRTH-AM/FM, Los Angeles	18.0
SCI Holdings	192	232	612	31.4	NA	NA	NA	NA	NA
Multimedia Inc.	192	174	411	46.7	KSDK, NBC, St. Louis	112,399	10.6	WFBC-AM/FM, Greenville	5.5
Great American Communications	190	188	190	100.0	WTSP, ABC, Tampa	100,825	8.2	WKLS-AM/FM, Atlanta	10.0
Washington Post Co.	171	167	1,240	13.8	WDIV, NBC, Detroit	171,354	10.2		
A.H. Belo Corp.	166	176	382	43.4	WFAA, ABC, Dallas	156,368	9.5		
H&C Communications	140	113	140	100.0	KPRC, NBC, Houston	100,023	6.9	KPRC, Houston	2.5
Bonneville International Corp.	138	131	138	100.0	KIRO, CBS, Seattle-Tacoma	77,176	6.3	KIRO-AM, Seattle	18.0
LIN Broadcasting	137	137	156	87.6	KXAS, NBC, Dallas	125,094	7.6		
Hubbard Broadcasting	135	135	135	100.0	KSTP, ABC, Minneapolis	106,756	8.8	KSTP-AM/FM, Minneapolis	9.5
TVX Broadcasting Group	133	23	133	100.0	WTAF, IND, Philadelphia	100,594	3.9		
Viacom International	132	111	939	14.1	KMOV, CBS, St. Louis	86,950	8.2	WLTW-FM, New York	17.7
Meredith Corp.	120	123	449	26.7	KCTV, CBS, Kansas City	56,419	7.8		
Times Mirror Co.	110	127	2,549	4.3	KDFW, CBS, Dallas	125,094	7.6		
Knight-Ridder Newspapers	105	103	2,049	5.1	KTVY, NBC, Oklahoma City	50,371	8.3		
Pulitzer Publishing Co.	97	97	367	26.5	WYFF, NBC, Greenville	61,584	9.7	KTAR-AM, Phoenix	8.7
Chronicle Publishing Co.	90	85	357	25.2	KRON, NBC, San Francisco	130,763	6.1		
McGraw-Hill	90	93	1,187	7.6	WRTV, ABC, Indianapolis	78,087	8.7		
Freedom Newspapers	67	62	392	17.1	WTVC, ABC, Chattanooga	28,141	9.5		
Lee Enterprises	63	63	217	29.0	WSAZ, NBC, Charleston	55,518	11.2		
Providence Journal Co.	62	29	285	23.4	WPHL, IND, Philadelphia	84,484	2.5		
Park Communications	62	59	139	44.6	WTVR, CBS, Richmond, Va.	42,171	9.2	WTVR-AM/FM, Richmond, Va.	1.8
Media General	61	60	423	14.4	WXFL, NBC, Tampa	100,825	8.2		
New York Times Co.	61	57	1,690	3.6	WREG, CBS, Memphis	57,708	9.9	WQXR-AM/FM, New York	5.8
Harte-Hanks Communications	60	79	544	11.0	KENS, CBS, San Antonio	42,295	7.7		
Journal Communications	48	45	249	19.4	WTMJ, NBC, Milwaukee	53,388	7.6	WTMJ-AM, Milwaukee	6.3
Dispatch Printing Co.	40	39	174	23.1	WBNS, CBS, Columbus, Ohio	57,922	9.4	WBNS-AM/FM, Columbus	2.8
Landmark Communications	27	32	332	8.1	KLAS, CBS, Las Vegas	19,566	8.2	WLTY-FM, Norfolk, Va.	2.6
Macromedia Inc.	26	25	169	15.0	WOWK, CBS, Charleston	33,212	8.7		
Howard Publications	22	20	192	11.5	WIVB, CBS, Buffalo	47,682	8.0		
Blade Communications	15	14	210	7.2	WDRB, FOX, Louisville	13,110	2.6		
Donrey Media Group	11	11	303	3.6	NA	NA	NA	NA	NA

NOTES: Dollars are in millions.
Sources: Broadcast revenues are Advertising Age estimates. Average households reached are based on A.C. Nielsen, Feb. 1988 ratings and number of households in the top 140 markets only. Radio revenues based on billings estimates by Jim Duncan Jr. in Duncan's Radio Market Guide, 1988 edition.

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Station, market	Parent	2/88 rating	'86-'87 % chg.	Avg. H'holds
KSTW, IND, Seattle-Tacoma	Opubco	4.5	55.2%	55,125
WDTN, ABC, Dayton, Ohio	Hearst Corp.	9.2	41.5%	46,006
KGTV, ABC, San Diego	McGraw-Hill	8.5	39.3%	68,520
WISN, ABC, Milwaukee	Hearst Corp.	8.5	37.1%	59,711
KTVX, ABC, Salt Lake City	Chris Craft	9.5	33.8%	54,990
WPRI, ABC, Providence	Knight-Ridder	8.8	31.3%	47,829
WTBS, TBS, Atlanta	Turner Broadcasting	5.3	29.3%	66,945

NOTES: Based on percentage increase in ratings from Feb. 1987 to Feb. 1988. Households represent the average number of households reached in the market for Feb. 1988 only. Sources: Ranking based on AA estimates. Ratings supplied by A.C. Nielsen Co.

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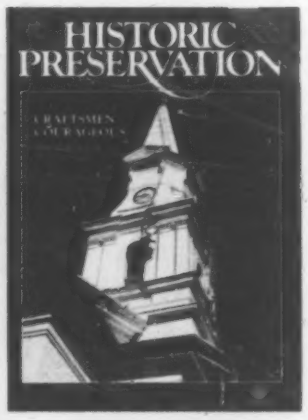

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Rank	Station, market	Parent	Avg. H'holds
1	WGN-AM, Chicago	Tribune Co.	$31.0
2	KIIS-AM/FM, Los Angeles	Gannett	29.0
3	KABC-FM, Los Angeles	Capital Cities/ABC	24.0
4	WINS-AM, New York	Westinghouse	23.0
5	KGO, San Francisco	Capital Cities/ABC	20.0
6	WJR-FM, Detroit	Capital Cities/ABC	18.6
7	KMOX-AM, St. Louis	CBS Inc.	18.4
8	KOST-FM, Los Angeles	Cox Enterprises	18.0
8	KIRO-FM, Seattle	Bonneville Int'l	18.0
8	KRTH-AM/FM, Los Angeles	RKO General	18.0
8	WOR-AM, New York	RKO General	18.0
9	WWPR-FM, New York	Capital Cities/ABC	17.7
9	WLTW-FM, New York	Viacom	17.7
10	WCBS-AM/FM, New York	CBS Inc.	16.3
11	KNX-AM/FM, Los Angeles	CBS Inc.	15.4
12	WMAL-FM, Washington	Capital Cities/ABC	14
12	WGCI-AM/FM, Chicago	Gannett	14

NOTES: Dollars are in millions. Station listed includes those owned by the top 100 leading media cos.
Source: Jim Duncan Jr., Duncan's Radio Market Guide, 1988 edition.

Broadcast delivers narrow revenue gains

Broadcasting is not the cash cow it was once. This issue's 46 media companies involved in broadcasting had a composite growth of only 4.6% in broadcast revenues in 1987 over the prior year—the lowest growth of any medium monitored among the 100.

The performance of broadcast properties, in this issue defined as TV and radio stations and their networks, is related directly to the economic swings of the national networks. Of the $16.1 billion in total broadcast revenue, $9.1 billion came from the networks—also a 4.6% increase over 1986. The year

marked the first time prime-time ad rates were reduced by the networks. TV audience continued to decline and the networks retrenched by cutting budgets and paring staff.

Network ad growth also slowed to $8.8 billion for only a 3% gain over 1986, according to a report prepared for AD AGE by Robert J. Coen, senior VP-director of forecasting at McCann-Erickson Worldwide.

Siphoning some of the network dollars were the cable networks and News Corp. Ltd.'s Fox Broadcasting Co., which now includes seven owned-and-operated stations and 120 independent affiliates reaching more than 86% of the country.

Of the 46 companies among the 100 involved in broadcast, 25 had broadcast revenue growth of 2% or less.

Amid this frozen landscape, sizable broadcast blocks were exchanged. Gencorp, parent of RKO General, announced its intent to sell its beleaguered subsidiary that has faced license-renewal opposition among its various properties over the past few years. Pending is the sale of its KHJ-TV station in Los Angeles to Walt

(Continued on Page S-34)

Biggest broadcast deals by leading media cos.

Property	Buyer	Seller	Price
Taft Broadcasting [1]	Great American Communications	Taft Broadcasting	$1,450.0
SCI TV stations [2]	Gillett Holdings	SCI Holdings	1,360.0
WTVT-TV Tampa	Gillett Holdings	Opubco (Gaylord Broadcasting)	385.0
KHJ-TV Los Angeles (pending)	Walt Disney Co.	RKO General	320.0
WTVJ-TV Miami	General Electric	Kohlberg Kravis Roberts & Co.	270.0
Taft TV indies [3]	TVX Corp.	Taft Broadcasting	240.0
WFMY-TV, WLTV-TV [4]	Gannett Co.	Harte-Hanks Communications	155.0
NBC o&o radio stations [5]	Emmis Broadcasting	General Electric	121.5

NOTES: Dollars are in millions.
[1] Taft units bought were WTSP-TV Tampa, KTSP Phoenix, WDAF-TV Kansas City, WKRC-TV Cincinnati, WHNC-TV Birmingham, Ala., WKLE (AM/FM) Aurora, Ill., WLZR (AM/FM) Milwaukee, KEWB/KKCW-FM Portland, Ore., WDAF/KYYS-FM Kansas City, WKRC/WKRQ-FM Cincinnati, WTVN/WLVQ-FM Columbus, WNDE/WIBC-FM Indianapolis, WDVE-FM Pittsburgh.
[2] SCI stations bought were WAGA-TV Atlanta, WSBK-TV Boston, WJW-TV Cleveland, WLBK-TV Detroit, WITI-TV Milwaukee, KCST-TV San Diego.
[3] Taft indies were WTAF-TV Philadelphia, WDCA-TV Washington, WCIX-TV Miami, KTXA-TV Dallas, KTXH-TV Houston.
[4] WFMY-TV located in Greensboro, N.C., WLTV-TV in Jacksonville, Fla.
[5] Emmis bought WRBC/WYNY-FM New York, KYUU-FM San Francisco, WKQX-FM Chicago, WJIB-FM Boston.

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Cable growth outpaces other media

Consolidation of cable holdings, a newly deregulated market, new cable services and sizable dollar increases in advertising were were influential in pushing cable revenues to $9.2 billion among the 100 Leading Media Companies, up 24.3% from the prior year.

The industry cracked the $1 billion ad revenue barrier for the first time in 1987. Total cable advertising grew 10.6% in 1987 to $1.08 billion, about $215 million on a local basis

and $865 million in national buys, according to Robert J. Coen, senior VP-director of forecasting at McCann-Erickson Worldwide.

Acquisition fever continued to grip the industry. Tele-Communications Inc. not only led the pack in buyouts but drew the most criticism for the intensity of its effort.

TCI, one of the many Denver-based cable operators, early in the year paid $892 million for Des Moines-based Heritage Communications. Following an aborted attempt to purchase with other investors the SCI Holdings cable units from Kohlberg Kravis Roberts & Co. in early 1988, it finally bought out SCI with partner Comcast Corp. for $2.8 billion.

TCI in late 1987 also agreed to purchase for $46 million Tulsa, Okla.-based Tempo Enterprises, owner of Tempo Television cable network, which has up to 7 million subscribers in 650 cable systems. Detractors latched onto this deal in

Media companies by estimated cable TV revenues

Company	Cable TV revenues 1987	Cable TV revenues 1986	1987 media revenues	Cable rvs. % media revenues	MSO property	Basic subs.	Date
Time Inc.	$1,616	$1,523	$3,239	50.0	ATC Corp.	3,700,000	1/88
TCI	1,225	646	1,225	100.0	Tele-Communications	6,244,666	1/88
Viacom International	806	743	939	85.9	Viacom Cablevision	1,058,808	1/88
Home Shopping Network [1]	582	160	582	100.0			
Continental Cablevision	442	392	442	100.0	Continental Cablevision	2,112,000	1/88
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SCI Holdings	420	372	512	82.1	[illegible]	[illegible]	[illegible]
Warner Communications	367	325	439	83.6	[illegible]	[illegible]	[illegible]
Cablevision Systems Corp.	300	151	300	100.0	[illegible]	[illegible]	[illegible]
Comcast Corp.	287	195	287	100.0	[illegible]	[illegible]	[illegible]
Times Mirror Co.	240	243	2,549	9.4	Times Mirror Cable Television	933,960	3/88
United Cable Television Corp.	223	196	223	100.0	United Cable Television	1,167,355	2/88
Capital Cities/ABC [2]	221	185	4,256	5.2			
Turner Broadcasting System	213	172	436	48.8			
Advance Publications	203	186	2,397	8.5	Newhouse Broadcasting	1,085,478	1/88
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
FanCable Corp.	157	157	157	100.0	Fanchable Corp.	527,640	3/88
Rogers Communications	141	128	141	100.0	Rogers Cablesystems	586,207	2/87
Cooke Media Group [3]	128	105	205	62.4	Cooke Cable Assn.	380,000	2/88
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Scripps Howard	112	53	1,129	9.9	Scripps Howard	380,000	6/87
Washington Post Co.	99	85	1,240	7.9	Post Newsweek	372,344	4/87
Maclean Hunter Ltd.	95	82	164	58.0	Maclean Hunter Cable TV Ltd	276,186	7/87
Multimedia Inc.	91	81	411	22.1	Multimedia Cablevision	285,830	9/87
Providence Journal Co.	79	68	265	29.8	Colony Communications	259,229	4/87
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Opubco [4]	58	45	466	12.0			
Hearst Corp.	50	9	1,925	2.6	Hearst Communications	51,481	9/87
Chronicle Publishing Co.	46	40	357	12.9	Western Communications	243,006	9/87
New York Times Co.	39	28	1,880	2.0	NYT Cable	195,000	12/87
Harte-Hanks Communications [5]	35	39	544	6.4	Harte-Hanks Communications	108,484	8/87
Blade Communications	27	26	210	12.9	Blade Communications	127,315	8/87
Landmark Communications	26	14	332	7.8			
Donrey Media Group	25	23	303	8.1	Donrey Cablevision	44,571	9/87
Playboy Enterprises	22	20	144	15.6			
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Copley Newspapers	9	4	353	1.0	Copley/Colony Cablevision	41,000	6/88

NOTES: Dollars are in millions.
[1] Cable revenues include some broadcast properties.
[2] Cable revenue estimate from Paul Kagan Associates.
[3] Cable revenue estimate does not include First Carolina; pro forma estimates by Paul Kagan Associates.
[4] Cable revenue estimate by Paul Kagan Associates; '86 figures restated by AA.
[5] Harte-Hanks cable operations were sold in 1988
Sources: Cable TV revenues are Advertising Age estimates. Total basic and pay service subscribers from AA survey and Cabletelevision TV Facts, Cabletelevision Advertising Bureau.

Cable cos. with movie and special service channels

Parent company	Channel	Subscribers
Time	HBO, Cinemax	15.9, 5.1
Viacom*	Showtime/The Movie Channel, MTV Networks	8.4, 33.0
Home Shopping Network	Home Shopping Network	29.6
Capital Cities/ABC	ESPN	45.2
CVN Cos.	Cable Value Network	18.5
Turner Broadcasting	CNN, Headline News, SuperStation WTBS	42.9, 29.2, 42.5
Opubco	Nashville Network	37.0
Landmark Communications	Weather Channel	32.0
Playboy Enterprises	Playboy Channel	0.5

NOTES: Subscribers are in millions for listed services respectively. *MTV Networks owns VH-1 and Nickelodeon. Viacom also owns Viewer's Choice.

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calling a halt to TCI's growing concentration of power in both subscriber volume and content. The deal would give TCI control of the satellite that beams Turner Broadcasting System's WTBS superstation (TCI is a 12% owner of TBS).

Theoretically, TCI could fill channel capacity on the satellite with the various TBS networks, according to competitors.

TCI then leased Tempo TV channel to General Electric's NBC, which will provide a business news service from 6 a.m. to 8 p.m. on the network beginning in early 1989. Night-time sports programming also is planned.

Indicative of the growth in cable revenues is the movement in monthly revenues per subscriber—from an average $22.46 in 1986 to $24.56 in 1987 to $25.70 in 1988, according to Larry Gerbrandt, senior analyst for Paul Kagan Associates, who credits the rise partly to the deregulation of basic services.

Cablevision Systems Corp., whose revenues soared to $300 million, up 98.7% from the previous year, recorded one of the highest subscriber revenue counts—$34.98—among the 45 cable companies. Cablevision has grown through acquisition to such an extent that its revenues in 1987 would be $413.8 million on a pro forma basis (as if it held its current properties since January, 1986), compared with $351.6 million in 1986. Cablevision Systems made one of the largest buys within the last 12 months in purchasing Adams-Russell Co., Waltham, Mass., for $474.4 million this January.

Cable has proved a highly innovative medium—in the right hands. Whereas the videotex experiments launched with great fanfare by newspapers failed, video shopping at home is thriving. Two of these media companies vaulted high into the top 100 in 1987.

Home Shopping Network, which cracked the list last year, jumped from 80th to 26th, by virtue of a revenue swing from $160.2 million to $582.1 million in 1987. The St. Petersburg, Fla.-based company also bought 11 stations in 1987 to expand its network. Plymouth, Minn.-based CVN Cos., formerly called C.O.M.B. Co., came out of nowhere to record revenues of $196.2 million for only eight months of activity in 1987. Revenues were from its Cable Value Network. CVN during the year purchased the 50% it did not own in the network from cable operators.

Cable is becoming even more important to advertisers who not only want segmented audiences but mass numbers. Upfront time buying of cable networks has been heavy this year, partly as a response to TV audience decline and a 20% fourth-quarter price increase by the broadcast networks. Such buying will help push up cable ad revenues to $1.45 billion in 1988, according to Paul Kagan Associates.

Cable officials say the demand for time on networks like CNN, ESPN, WTBS and USA Network is at a premium. Deals are being cut for time blocks up to six months before airing because advertisers see the time blocks evaporating and want the preferred price that goes with upfront buying.

Of the big networks, Capital Cities/ABC's ESPN in particular has flourished in this seller's market. ESPN in 1987 drew $123.9 million in total advertising, up 28.7% over the prior year, according to Broadcast Advertisers Reports.

Biggest cable deals by leading media cos.

Property	Buyer	Seller	Price
SCI Holdings (pending)	Comcast, TCI	Kohlberg Kravis Roberts & Co.	$2,800.0
Heritage Communications	TCI	Heritage Communications	892.0
McCaw cable div	Cooke Media Group	McCaw Communications	755.0
Turner Broadcasting (36%)	31 investors	Turner Broadcasting	562.5
American Cablesystems	Continental Cablevision	American Cablesystems	481.7
Adams-Russell	Cablevision Systems	Adams-Russell	474.4
First Carolina Communications	Cooke Media Group	5 owners	200.0
Systems, services [1]	Cablevision Systems	multiple owners	129.7
Philadelphia-area systems [2]	Adelphia Communications	Harte-Hanks Communications	120.0-150.0

NOTES: Dollars are in millions.
[1] Systems in Cleveland and Toledo, O., Islip, East Hampton and Dutchess County, N.Y., and Kalamazoo, Mich., area. Third-party interest was bought in 3 SportsChannel services.
[2] Philadelphia systems were in Delaware and Montgomery perimeter counties. Purchase price also included the sale of East and West Houston, Tex., systems to Prime Cable of Austin (Texas) and Asbury Park and Ocean, N.J., systems to Monmouth Cablevision Associates.

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Source: ©SRDS Survey of Buying Power, 1987 • National Representative: Sawyer-Ferguson-Walker Co.

What is media?

"Medium . . . any means, agency or instrumentality; specifically, a means of communication that reaches the general public and carries advertising . . ."

Webster's New World Dictionary, Second College Edition

Webster's definition leaves more questions than answers.

Traditional media—newspaper, magazine, TV, radio, outdoor and direct mail—made up the lion's share of ad budgets less than 15 years ago. These days, package-goods companies and other advertisers often spend as less than one-third of their total ad expenditures here, industry sources say.

Growing promotion, couponing and retail trade budgets are contributing enormous revenues to other marketing industries—bringing new companies into consideration in AD AGE's ranking of 100 media leaders.

Is packaging a medium? Are the number of retail shelf facings of a given product for which a marketer may or may not have paid? What about a promotional concert?

Not yet. At least not for the purposes of this ranking.

AA's definition of media comes down to this: The dissemination of information, editorial or advertising, through subscription or otherwise.

This broader definition leaves the door open to total market coverage units within newspaper companies, free-standing insert companies and home shopping networks.

Also merged into the list are subscription-based information services, specialty advertising calendars and ticker machines.

In some cases, specialty computer transmission and receiving equipment revenues are also included, because—as with Reuters—revenues from this hardware are inseparable from the media service it handles.

Although the availability of revenue figures never has been a criteria for inclusion in this ranking—46 companies on this year's list are private and AA estimates their media revenues—Yellow Pages companies are excluded from the ranking because comparable directory revenue figures are nearly impossible to obtain. A separate ranking of these companies appears on Page S-4.

Still on the doorstep, but not included in AA's interpretation of media, are program production where it can be extracted from broadcasting, motion pictures, syndication activities, book publishing, and advertising rep sales made to non-owned broadcast stations.

The definition of media is continually being rewritten—by skywriting over crowded beaches, movie previews in videocassette rentals and TV-equipped grocery carts.

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	Number of Metro Area Purchasers	% of Purchasers in Metro Area Who Read Daily Times	Daily Tribune	Sunday Times	Sunday Tribune
Total Adults	1,510,100	**44%**	32%	**49%**	37%
New Car Buyers	701,100	**51%**	35%	**53%**	38%
Principal Food Buyer	946,900	**45%**	30%	**50%**	35%
Color TV Buyers	244,800	**42%**	35%	**46%**	40%
Men's Clothing Buyers	1,003,900	**45%**	35%	**50%**	40%
Women's Clothing Buyers	1,034,200	**45%**	33%	**51%**	38%
Vacation Travelers	925,400	**49%**	33%	**52%**	41%
Business Travelers	218,900	**42%**	35%	**52%**	41%
Quality Restaurants Diners	1,206,100	**46%**	33%	**50%**	37%

Source: Scarborough Research Corporation, The 1987 Scarborough Report.

St. Petersburg Times
Tampa Bay's Largest Newspaper

Broadcast

(Continued from Page S-31)

Disney Co., and the sale of WGMS/WGMS-FM in Bethesda, Md./Washington.

Taft Broadcasting, No. 48 a year ago, liquidated and in the process spawned two new media companies. No. 100 TVX Broadcast Group, Virginia Beach, Va., bought five Taft independent major markets stations for $233.8 million, pushing its revenue from $23 million in 1986 to $133.4 million this year.

The Taft split also left many of the properties in the hands of No. 77 Great American Communications Co. in Cincinnati, including 15 radio properties and five TV affiliates.

Kohlberg Kravis Roberts & Co., a New York investment company, found buyers for the seven Miami-based Storer Communications properties it bought in 1985. Gillett Holdings, No. 49, bought its way onto the chart by taking six of them for $1.33 billion—the biggest TV buy of the year.

The acquisition at the time upped the Gillett TV property count to 17, five more than the recently liberalized 12 permitted by the FCC. Gillett moved five TV units into Busse Broadcasting, Green Bay, Wis., a trust for the children of George N. Gillett Jr., chairman of Gillett Holdings. In July 1987, Mr. Gillett purchased 79% of WTVT, CBS affiliate in Tampa for $365 million from Opubco's Gaylord Broadcasting. His partner in the deal, Clarence V. McKee, a Washington communications attorney, was given 52% voting control.

General Electric knew when it bought NBC that it would be forced to sell radio stations in the same markets as NBC's owned-and-operated TV stations, because the grandfather clause allowing NBC to have multiple ownership in the same market was non-transferable. GE this February sold five NBC units for $121.5 million to Emmis Broadcasting, Indianapolis. Stations included WNBC/WYNY-FM in New York, KYUU-FM in San Francisco, WKQX-FM in Chicago and WJIB-FM in Boston.

To comply with FCC cross-ownership rules Gannett sold WCZY AM/FM in Detroit. It owns the *Detroit News*.

McClatchy Newspapers bowed out of broadcast with the sale of two AM/FM combo stations. It also divested its cable properties on the road to returning to its founding as a newspaper company.

Staff for this report

R. Craig Endicott, *profile issues editor*
Kevin Brown, *associate editor*
Julie A. Doherty, Sandra Davis, *editorial assistants*
Geoffrey Shives, *art director*
Karen Brodsky Fine, *production director*
Mike Ryan, *copy editor*
Norma Green, *editor/writer*
Kristine Stiven, Tony Ralenkotter, *interns*

MAXWELL'S MARKET SHARES

Coolers have chilling effect on wine sales

By JOHN C. MAXWELL JR.

Wine consumption dropped by a modest 0.5% last year, mostly because of a significant slowdown in wine cooler sales.

Growth in the wine market during the past few years has been essentially due to the introduction of wine coolers. If wine cooler sales were excluded, the basic wine business was down about 4% in 1985, 5.6% in 1986 and 0.3% in 1987.

Wine coolers, which made up about 18.3% of total shipments in 1987, declined by 1% in 1987, to 105.7 million gallons (21.9% of the total domestic wine market) from 106.8 million (22% of the total domestic wine market) in 1986. They likely will be down in the order of 10% in 1988.

With this downturn, it's expected that the wine cooler market will again be shaken up by major players competing for share.

In 1986, four brands (E&J Gallo Winery's Bartles & James, Brown-Forman Co.'s California Cooler, Canandaigua Wine Co.'s Sun Country and Jos. E. Seagram & Sons' Seagram coolers) together took 70% of the market.

During 1987, it appears that out of these four leaders, only Seagram showed any growth (gaining nearly 16 market share points). However, these four brands still managed to maintain 70% of total market share.

Thus, 1987 was another year of stiff, relentless competition in the cooler industry, supported by huge ad budgets and innovative marketing tactics.

As a result, profit margins are being questioned because the cooler industry in 1987 spent more per case on advertising than any other alcoholic beverage.

The huge spending of the past few years is expected to gradually slow down. However, there will be continued introduction of new flavors and reformulated blends, packaging and market positioning.

Already, witness the new array of flavors, California Cooler's new formulation that eliminates pulpy residue and the entrance by Miller Brewing Co. with its Matilda Bay cooler, a clear, non-carbonated cooler made from Australian wine and fruit flavors.

Varietels have day in sun

The second factor to affect the wine industry was the excellent sales growth in premium varietal wines. The growth in this segment was a major contributor to the 2.1% increase in the overall domestic wine market.

Domestic ultrapremium (more than $14 per bottle), superpremium ($7 to $14) and premium ($3 to $7) table wine segments are estimated to be 20% of the table wine volume and 45% of its dollar sales.

This growth in the premium varietal wines would appear to indicate that though the industry isn't dramatically expanding the overall base of wine drinkers, the wine drinkers are maturing and moving upscale on their purchases.

The growth on the premium end of the sparkling wine segment must also be noted, as this growth seems to indicate consumers' fondness for cold, carbonated and sweet beverages.

Elsewhere in the domestic wine segment, it appears per capita wine consumption reached its peak in 1985 and has since been declining. This decline is expected to be accelerated by the decline in wine coolers.

The breakdown of domestic wine by type seems to have remained relatively stable, with white wine maintaining a 71.3% market share; red, 13.7%; and rose, 15.0%.

European decline continues

The third factor that affected the wine industry in 1987 was the continuing volume decline of European wines as their prices continued to increase.

In 1987, the industry witnessed greater than an 11% decline in imports, with a 25.2% decline in volume of German wines and a 22.5% decline in volume of French wines.

Although this 11% decline is an improvement from 1986's 20% drop, this area continues to feel the pressure of the declining dollar, which puts imports at a price disadvantage.

In 1987, all of the five major importing countries posted declines. With the improved quality and value of domestic wines, this situation is likely to continue.

But the magnitude of this situation depends on what currencies do. In 1987, imports were down in nearly every category except other fermented alcoholic beverages (including fruit-flavor wines and wines with less than 7% alcohol).

In company rankings, Gallo increased market share to about 30%, again maintaining the No. 1 position in the domestic wine market.

In the rest of the wine industry, witness the continuing trend of buyouts in 1987.

An example is Canandaigua's acquisitions of Widmer's Wine Cellars and Monarch Wine Co., including its Manischewitz brand.

The diversion of marketing dollars to coolers; the decreased shelf space available for wine, also due to coolers; and the increase in packaging and wine costs have forced California wineries into a fight for market share.

The principal question concerning the wine business in 1988 centers on the fate of the wine cooler segment.

Companies likely will continue to establish their positions as the market starts to settle down.

It's estimated that the domestic wine market will have moderate growth, again fueled by the premium varietal wines and premium sparkling wines.

The import market is expected to have continuing but slightly moderate decline, and the wine cooler segment will have a possible 10% decline.

Overall, the wine market likely will remain relatively flat or post a modest 1% to 2% decline.#

Mr. Maxwell is with Wheat First Securities, Richmond, Va.

Sales and shares of U.S. wines and coolers

Rank 1987	Rank 1986	Company	1985 Amount*	1985 Share	1986 Amount*	1986 Share	1987 Amount*	1987 Share	Change 1986-87
1	1	E&J Gallo	152.5	26.2%	166.8	28.7%	173.7	30.0%	4.1%
2	2	Vintners Int'l	57.0	9.8	62.0	10.7	63.0	10.9	1.6
3	3	Canandaigua[1]	30.0	5.2	37.4	6.4	37.5	6.5	0.3
4	6	Heublein	20.8	3.6	20.3	3.5	28.4	4.9	39.9
5	4	Brown-Forman	—	—	29.7	5.1	27.0	4.7	(9.1)
6	5	Almaden	23.8	4.1	24.3	4.2	22.4	3.9	(7.8)
7	9	Guild	10.8	1.9	11.9	2.0	17.1	3.0	43.7
8	7	Franzia	16.2	2.8	18.6	3.2	16.3	2.8	(12.4)
9	8	Monarch[2]	13.2	2.3	13.5	2.3	13.0	2.2	(3.7)
10	10	Sebastiani	6.6	1.2	5.2	0.9	8.8	1.5	69.2
11	15	Bronco	3.9	0.7	3.3	0.6	8.7	1.5	163.6
12	20	Golden State Vintners[3]	1.5	0.3	2.0	0.3	8.4	1.5	320.0
13	12	Beringer	3.9	0.7	4.8	0.8	6.0	1.0	25.0
14	11	Lamont	3.7	0.7	5.1	0.9	5.5	1.0	7.8
15	13	Robert Mondavi	4.0	0.7	4.1	0.7	5.3	0.9	29.3
16	23	Guimarra[4]	1.4	0.2	1.2	0.2	4.9	0.8	306.3
17	14	Mogen David	3.9	0.7	3.5	0.6	3.5	0.6	—
18	19	Delicato	1.8	0.3	2.2	0.4	3.0	0.5	36.4
19	16	Christian Bros.	3.2	0.6	2.8	0.5	2.8	0.5	—
20	21	ISC	1.2	0.2	1.8	0.3	2.8	0.5	55.6
21	18	C. Mondavi	2.7	0.5	2.5	0.4	2.6	0.4	4.0
22	17	Gibson	3.6	0.6	2.7	0.5	2.4	0.4	(11.1)
23	22	Weibel	1.5	0.3	1.5	0.3	1.2	0.2	(20.0)
24	24	San Martin	0.9	0.2	1.2	0.2	1.0	0.2	(16.7)
25	29	M&H	0.7	0.1	0.6	0.1	1.0	0.2	66.7
26	26	Mirassou	0.7	0.1	0.9	0.2	1.0	0.2	11.1
27	25	Wente	1.2	0.2	1.0	0.2	0.8	0.1	(20.0)
28	28	Sonoma	1.2	0.2	0.8	0.1	0.8	0.1	—
29	27	Sierra Wines	0.9	0.1	0.9	0.2	0.7	0.1	(22.2)
30	31	East-Side	0.2	—	0.4	0.1	0.7	0.1	75.0
31	30	Louis Martini	0.6	0.1	0.6	0.1	0.6	0.1	—
32	32	Brookside	0.2	—	—	—	—	—	—
		Subtotal	373.8	64.3	433.6	74.6	470.9	81.4	8.6
		Other domestic	70.7	12.2	40.0	6.9	11.4	2.0	(71.5)
		Total domestic	444.5	76.5	473.6	81.5	482.3	83.4	1.8
		Imports	136.7	23.5	108.7	18.7	96.3	16.6	(11.4)
		Total	581.2	100.0%	582.3	100.2%	578.6	100.0%	(0.6)%

*Estimated in millions of gallons.
[1]In fiscal 1987 Canandaigua completed the acquisitions of Widmer's Wine Cellars and Monarch Wine Co., including its Manischewitz brand.
[2]In 1986 Canandaigua acquired Monarch.
[3]Golden State Vintners name changed from California Growers. The dramatic increase in sales due in part to Golden State Vintners bottling of Beverage Source, Italian Swiss Colony (Early California).
[4]Guimarra's dramatic sales increase due in part to its bottling for Seagram's.
Source: John C. Maxwell Jr.

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Ad Age to produce adclub's roster

LOS ANGELES—The Advertising Club of Los Angeles and ADVERTISING AGE have entered into a publishing partnership that will produce the club's official membership roster.

Randy McDowell, AA Western sales manager, said the agreement calls for AA to sell advertising, create the editorial package and produce each of the next three annual rosters.

Advertising deadline for the 1988 roster, to be published in the fall, is July 14. A b&w page is $910, and a color page is $1,485.#

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Hill Holliday wins big

Drives away with Infiniti

By CLEVELAND HORTON and GARY LEVIN

Nissan Motor Corp. USA last week served up its $60 million Infiniti car account to Hill, Holliday, Connors, Cosmopulos, and it was the depth of that shop's strategic planning that did it.

Nissan's new luxury-car division selected Hill Holliday, one of the hottest creative agencies on the East Coast, within hours after the Bloom Agency, Dallas, delivered its losing presentation June 30.

"It was a lot closer than Nissan," said David Hubbard, Infiniti's national advertising manager, referring to last year's review of Nissan's main $150 million account, which went to Chiat/Day, one of the West Coast's top creative agencies.

Mr. Hubbard called agency President-CEO John "Jack" M. Connors Jr. early Friday morning to tell him—in a sportsman-like fashion by the Laker fan—that "The Celtics lost, but you won."

The Boston-based agency's first order of business will be setting up a Los Angeles office. And agency executives say they plan to staff the new office locally.

"Realistically, we're committed to supervising the launch of this car from the Boston office," Mr. Connors said, adding that launch advertising will be developed there, too.

But "by Jan. 1, we'll have 40 or 50 people in Los Angeles," and "once the launch advertising is produced, the L.A. creative team will kick in."

Mr. Hubbard said he's satisfied that Hill Holliday will "transplant the culture" of the agency's headquarters to the West Coast before the late 1989 introduction of the division's first two cars, a luxury sedan and a performance coupe.

Initially, the new office will be run by a transition team led by Dennis Farrington, senior VP (account service), and Chuck Kushell, senior VP (direct marketing). Several senior-level agency executives will visit Nissan's Carson, Calif., headquarters July 7 to discuss staffing needs.

Mr. Hubbard consistently downplayed the importance of creative in the

(Continued on Page 37)

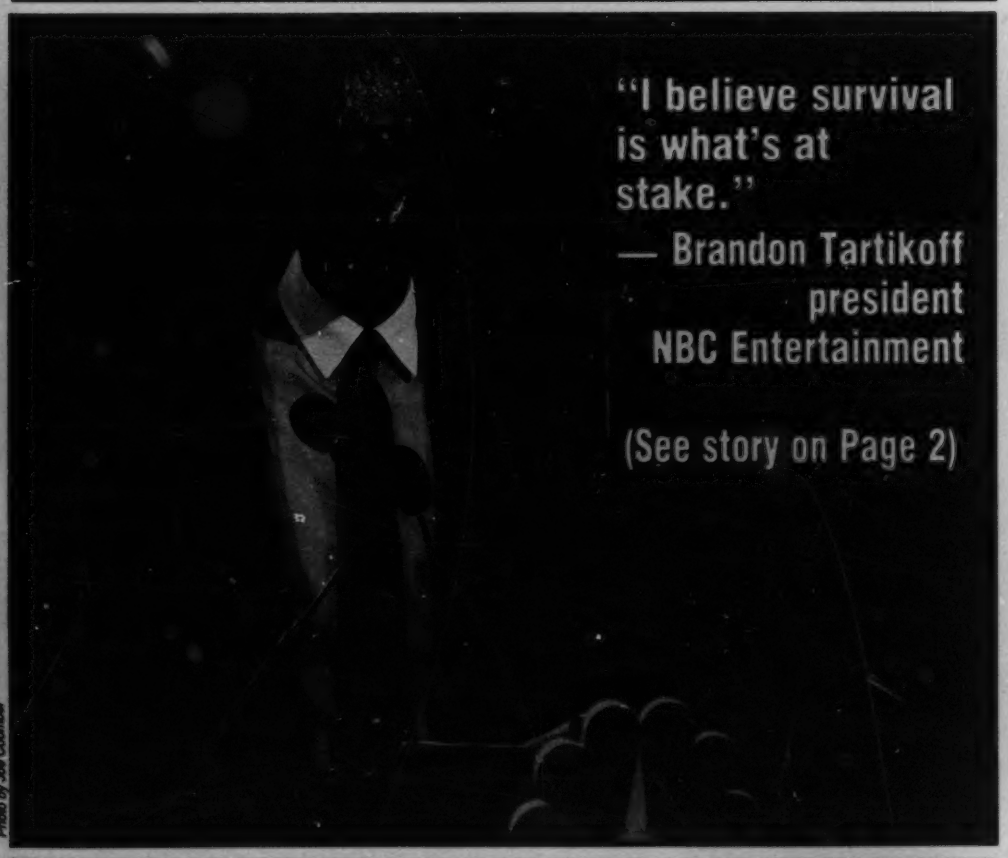

Photo by Joe Coomber

Saatchi builds its third major national shop

By JON LAFAYETTE and RAYMOND SERAFIN

The merger of Campbell-Mithun and William Esty Co. gives Saatchi & Saatchi Co. a major national agency with roots in America's heartland.

The move, announced last week, is part of a trend of midsize or regionally based agencies embarking on new corporate strategies to boost growth.

The new agency, Campbell-Mithun-Esty, will have billings of $800 million, placing it among the nation's top 20 agencies. Based in Minneapolis, Campbell-Mithun's home, it has full-service offices there and in Detroit, Chicago and New York, Esty's base. It also has 24 field offices.

"Look at the map—it's a good-looking resource," said Joseph O'Donnell, 48, the ceo of Esty who becomes chairman of the new agency. "To be a player in today's world, broad resources are the entry point."

London-based Saatchi often talked about seeking other acquisitions in the Midwest but had little success establishing a bigger presence.

Individually, the two agencies were too small to compete effectively for major new-business opportunities, executives said.

Bill Dunlap, the Campbell-Mithun chairman-ceo who becomes ceo of the new agency, said the merged shop will have a national presence and "give us a chance to attract other types of clients."

Saatchi & Saatchi briefly had a second outpost in Chicago, through

(Continued on Page 37)

FTC centers its sights on slotting allowances

By LAURIE FREEMAN and JUDANN DAGNOLI

WASHINGTON—The Federal Trade Commission is investigating retail slotting allowances, the controversial fees that supermarkets charge package-goods marketers to place new products on their stores' shelves.

An FTC spokeswoman said the regulatory agency is pulling together a research paper on the issue, which is standard procedure when the FTC is unfamiliar with a marketing technique or practice.

The research paper, a possible first step before a full-scale investigation, will be completed next month.

So-called slotting allowances only recently have become a major issue for marketers. The practice, once limited to Northeastern grocery chains, has spread nationwide in recent years, industry executives say.

Retailers say they were forced to resort to the fees by the unrelenting pace of new-product introductions.

The FTC declined further comment on its activity in this area, but this is one form of government regulation that many marketers would welcome.

"The situation is like the Hatfields and the McCoys," said Richard Furash, a partner in the Bos-

(Continued on Page 35)

Last Minute News

Riney quits Anheuser-Busch; Stroh deal could be brewing

SAN FRANCISCO—Hal Riney & Partners has resigned its Anheuser-Busch business and sources say the agency may be poised to take on assignments from Stroh Brewery Co. Riney's resignation of A-B, confirmed by the brewer on Friday, came after sharp cutbacks in the agency's work and repeated turndowns on pleas for new business. A-B said Riney resigned the business "to pursue other competitive accounts."

Sources said Stroh, the nation's No. 3 beer marketer, will shift a

(Continued on Page 8)

Riney to change its name—P. 4

Finding a niche

Tracy-Locke pumps regional

By JENNIFER LAWRENCE

DALLAS—Tracy-Locke, poised to become Omnicom Group's third major agency, is positioning itself as a unique regional marketing network.

In the first indication of a corporate strategy, Phil Slott, the agency's chairman-chief creative officer—and part owner—said Tracy-Locke's 22 field offices are the agency's "major point of difference." T-L has full-service offices in Atlanta, Dallas and Los Angeles.

While marketers such as Campbell Soup Co., General Foods Corp. and Frito-Lay (a Tracy-Locke client) have undertaken regionalized marketing, agencies have been slower to establish regional networks to accommodate the approach, Mr. Slott said.

"Clients are light years down the road," he added.

Tracy-Locke has been in the forefront of regional marketing because of clients such as Taco Bell and Pepsi-Cola Bottling Group.

For example, the agency recently developed an image-oriented print campaign for Pepsi bottlers in Wichita, Kan., themed "Wichita's choice."

The effort features Wichita residents in settings throughout the city. The campaign is unusual because it isn't tied to a price promotion.

"Regional marketing is happening all over the world," Mr. Slott said. "We have a horizontal and vertical delivery system that takes the advertising message from the TV screen to the street. . . . The consumer sees a commercial, hears it on radio, reads it in a magazine but also may see it on the back of a bus or on a table card."

Tracy-Locke has bred a corporate culture tuned to regional marketing, said Howard Davis, president-

Howard Davis (r.) and Phil Slott tune into regional marketing.

ceo and also a part owner. "It's not just opening up offices. It's local marketing at the shirt-sleeve level."

Tracy-Locke will target new-business prospects in the package goods, durables and corporate categories, Mr. Slott said.

Omnicom, the holding company for BBDO Worldwide and DDB Needham Worldwide, last week confirmed it had sold a minority share of Tracy-Locke to a small group of the agency's executives—including Messrs. Davis and Mr. Slott (AA, June 20).

Unlike WPP Group Chief Executive Martin Sorrell, who refused to sell Lord, Geller, Federico, Einstein, New York, to its principals, Omnicom CEO Allen Rosenshine was able to keep Tracy-Locke in the Omnicom fold.

The "Rosenshine solution," based on flexible ownership, is aimed at setting Tracy-Locke on an expansion course that includes acquisitions, the opening of a New York office and a worldwide presence.

Initially, Omnicom will keep an 80% share of Tracy-Locke. Specific terms weren't disclosed, but Tracy-Locke executives will be limited to no more than 20% ownership. If they sell that 20% or any portion, it must be to Omnicom.

Frito expands regional marketing (P. 21), while Campbell adds local agencies (P. 38).

This sets the stage for growth through acquisition because Omnicom is willing to further reduce its equity position to put equity into the hands of another partner, Mr. Rosenshine said.

A timetable for such a move hasn't been set, but a major acquisition may occur this year, he added.

"We would use our equity to help fund a merger," said Mr. Rosenshine, adding that discussions have been held with several New York agencies.

Tracy-Locke now becomes a

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New TV fare puts upfront in confusion

By VERNE GAY and RUTH STROUD

NEW YORK—The network TV upfront market is in its most confused state since last year's introduction of people meters wreaked havoc on this critical sales period.

The confusion has been caused by a network scramble for substitute programming—such as revisions of old, canceled series—for fall, in response to the 18-week-old Writers Guild of America strike.

Following NBC's bold, and what some agency executives called "brilliant," move to insert original prime-time programming to justify higher asking prices, ABC and CBS are mustering forces to line up their own new shows to stay in the market pricewise.

As early as this week, both networks could announce that they, too, will have fresh programs this fall. Peter Tortorici, CBS VP-planning and scheduling, said, "We want to [announce a strike schedule] as soon as possible . . . to be responsive to the marketplace."

Ted Harbert, VP-prime time at ABC, said in a statement, "We are working on plans now and will announce them shortly."

NBC's dramatic 11th-hour move came just as an already delayed sales season was beginning. In one bold stroke, the No. 1 network essentially is telling agency buyers that since its programming will be new, prices should reflect that.

The so-called upfront buys—when advertisers make their network buys for the fourth quarter and first three quarters of the following year—typically are made just before the Fourth of July. But the high drama in Hollywood has upset everything.

Because advertisers base their buys—and networks, their prices—on viewing estimates, it's critical that both parties reach some agreement on what those will be.

That's been virtually impossible. Because the networks' program plans have changed almost daily—and will change even more radically this week—no one knows what viewing levels will be. For example,

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Highlights

NEWS

4 What's in a name?
Too much, says Hal Riney. To lighten the burden of being the only name on the door, Mr. Riney plans to change the name of his agency.

21 Frito keeps on zoning
After testing the waters last year, Frito-Lay is advancing its regional marketing strategy for several of its brands.

26 Saatchi bets on Europe
Saatchi & Saatchi Co. predicts Europe will have the fastest growth in ad spending this year, while North America will have the slowest.

34 New spokesman at Nathan's
Nathan's Famous is capitalizing on its history, with a new spokesman it hopes makes its hot dogs even more famous.

36 Guinness goes gold
Guinness, the giant brewing company known for its dark stout, is introducing a golden lager brew for the first time in the brand's 229-year history.

40 What's wrong with Cannes?
The International Advertising Film Festival is the Boston Marathon of film festivals—for a commercial or an official judge.

Gallo hopefuls find it's a long road to Modesto, Calif. P. 4.

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PM's smoker ads fire up opponents

By JUDANN DAGNOLI

Anti-smoking groups, Washington legislators and even public relations experts are up in arms over Philip Morris Cos.' new campaign to convince lawmakers and the public not to mess with smokers.

The reaction has caused many to believe that the $5 million public relations effort is backfiring.

The print ads, headlined "The American smoker—an economic force," broke last week. They portray smokers as a force with formidable financial clout.

Created by PM's public affairs department and Reuben M. Smith Associates, Nashville, Tenn., the campaign is based on Roper Organization data and targets the automobile, travel, electronics, restaurant and sports industries. The headlines make such assertions as "More than 24 million of this country's smokers will travel this summer. Make room, America!" *(See related story on Page 8.)*

In the automotive ad, Philip Morris claims the number of U.S. smokers, who own enough cars to "stretch bumper to bumper around the world four times, is too much horsepower to ignore."

The ads are scheduled to run for the next six months in 19 major newspapers as well as *Fortune, Forbes, Business Week* and trade magazines including ADVERTISING AGE. Philip Morris is believed to have included trade magazines in an effort to drum up advertisers for its *Philip Morris Magazine*.

But initial reaction to the ads is negative.

"Ridiculous—it has no credibility,"

Philip Morris print ads touting smokers' clout broke last week.

Philip Dorf, exec VP of Robert Marston Associates, a New York PR agency, said of the campaign. "Trying to position smokers as a market is a futile exercise. To even suggest that smokers constitute a market, except for tobacco products, is really stretching the definition of a market."

John Cox, senior VP-communications at Avon Products, sees the campaign as a "sound rear-guard action, but rear guards don't win wars."

The tide of public opinion has swung so far against smoking that it's not going to move back, said Mr. Cox, a smoker. But, he added, the Philip Morris action could be an effective delaying tactic.

The Tobacco Institute, the industry trade group, said it will use the Philip Morris ads—and possibly the

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Pediatricians wail at Carnation

By MARCY MAGIERA

LOS ANGELES—The American Academy of Pediatrics has jumped on Carnation Co.'s new baby formula before it even gets to market.

Carnation, which last week announced the fall introduction of its Good Start H.A. and Good Nature entries into the $1.6 billion category, is feeling the heat for its plans to promote directly to mothers, a break from standard infant-formula marketing practices.

Carnation says it plans strictly an "information campaign," using print ads to alert new mothers to the potential problems of formula intolerance in their babies.

The ads won't promote Good Start, a whey-based hypoallergenic formula for newborns through 6-month-old babies (AA, June 13).

"It's a sham," academy President Richard Narkewicz said of Carnation's pitch to mothers of newborns. "There will be only one formula from Carnation on the market. . . . Our fear is that many people won't consult their physicians, and will just take what they read summarily."

Charged with creating the "information campaign" for Good Start is Ogilvy & Mather, Los Angeles, which also will develop a TV, print and direct-mail campaign for Good Nature, a follow-up formula for babies about 6 months or older who eat solid foods.

The ad budget isn't known, though industry analysts earlier suggested it would take $50 million to $100 million to enter the market against established competitors.

The bulk of the advertising will be for Good Nature.

Dr. Narkewicz said the academy will consider mounting a counter-campaign advising mothers that breast-feeding is recommended for infants. "We're not an organization that would advocate a boycott," he said. "We give advice."

He expressed the organization's concern in a recent letter to Carnation President Timm Crull, warning that "any attempt to dissuade mothers from breast-feeding by direct public advertising of formulas would be strongly condemned by the academy."

Action for Corporate Accountability, a successor to the original Infant Formula Action Coalition that fought Nestle's overseas marketing practices a number of years ago, said it will monitor Carnation's U.S. marketing efforts for Good Start. Carnation is a subsidiary of Nestle.

The advocacy group plans to reimpose a boycott on Nestle products on Oct. 4 unless Nestle promises to adhere to the World Health Organization's marketing rules. ACA National Chairman Douglas Johnson charged Nestle has reneged on its 1984 agreement to comply with the WHO marketing guidelines for infant formula.

Nestle waged a long battle in the late 1970s with WHO over its proposed marketing rules but finally agreed to comply. Consumer groups, led by IFAC, boycotted the company during that period, charging it with

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*Source: Advertising Age, March 1988 Annual Billings Issue

CORRECTIONS & CLARIFICATIONS

- *Glamour*, with 1987 gross advertising revenues of $87.6 million, is Advance Publications' top magazine by gross ad revenues (AA, June 27, P. S-12). This was incorrectly listed in a table in the "100 Leading Media Companies" report.
- In "Research People" (AA, June 20, P. 36), the names of Nile M. Rowan and Jennifer S. Clarke were misspelled.
- A list of advertisers on NBC-TV's upcoming Summer Olympics broadcast furnished by the network should have listed Prudential Insurance Co. of America, instead of Prudential-Bache Securities. Also, North American Philips Corp. should have been listed instead of Phillips Petroleum Co. (AA, May 23, P. 1).